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BROADCASTING
The Newsweekly of Radio &
TELECASTING

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She sells through the air with the greatest of ease

"Any woman who has not heard Barbara Welles, can't imagine what she's missing, I think."

excerpt from a New York woman's letter to WOR

EVERY WEEKDAY AT 4:00 P. M., a woman named Barbara Welles sets the stage smoothly on WOR for 30 minutes of the most effective programming in present-day radio. Programming that provokes thousands of letters with statements like the one we've quoted above.

Why?

Because Barbara Welles is an infectiously charming, real, honest and entertainingly informative person. Because her program is as immediate as today's temperature.

It's almost impossible to describe the ingredients that go into this WOR show: In a breezy, warm and friendly way, Barbara Welles carries her listeners from Hollywood to Park Avenue and from Kansas City to Dubuque. That is, her colorful and entertaining comments do. And she talks about cooking and fashions and . . . Oh, to be brief, she covers about everything a woman likes to hear about—but she does it differently.

Little wonder then that WOR's Barbara Welles sells through the air with the greatest of ease for such people as Schieffelin & Co.; Great Atlantic & Pacific Tea Co.; Elna Corp., and the Frank G. Shattuck Co.

Little wonder that Barbara Welles was picked *exclusively* by Unilever of England to reintroduce Pears Soap to the American public after its absence of 9 years. The result? In 3 months – 3 months, mind you! – WOR and Barbara Welles placed Pears – at 50c per cake (it had sold here for 15c in '40) – in 3,100 drug stores, 48 department stores and 14 drug chains – from Hanover, New Hampshire to Raleigh, North Carolina. And all but four major New York department stores now carry Pears.

How much did this distribution cost? A pittance, men, a pittance – the sum of $1.00 per store!

How much does Barbara Welles cost? $350.00 per week. Really, that's all. And you get Dan McCullough too for this absurdly small sum. You know Dan, of course, the witty m.c. of "Tello-Test"; the announcer who mellows the commercials on Barbara Welles' show and who is highly responsible for making this the snapper that it is.

Our address is

—that power-full station at 1440 Broadway, in New York **WOR**

Even now before Red (Richard) we're packing 'em in!

YES, even before a very welcome Skelton shows up in the CBS closet this Fall, WHAS has been delivering an ever-increasing audience.

1. *In just two years "radio homes" in the WHAS Kentuckiana area have increased 17.1%. (January 1947: 558,740. January 1949: 689,580.)*

2. *In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon and evening.*

Credit this trend to the winning combination of CBS programming and such locally produced WHAS shows as "Circle Star Ranch"

For Fall booking with plenty of punch take note of the WHAS audience before Red . . add Richard Skelton . . . then figure in the rest of the great CBS Fall Lineup. It all proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

Sources: BMB Radio Homes and 47-48 and 48-49 Winter Spring Reports.

CIRCLE STAR RANCH is headed by singing cowboy Roy Starkey and features his Silver Sage Cowboys. It's a Saturday morning favorite with youngsters all over Kentuckiana—over 13,000 of them are enrolled as "Rangers". Members and their parents throng to see the show at the new WHAS Audience Studio and at regular remotes. Sponsor: Bond Bread.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS *Louisville, Kentucky*

now a larger audience at a lower cost!

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*

THE ONLY RADIO STATION *SERVING* AND *SELLING* ALL THE RICH KENTUCKIANA MARKET

A SALUTE TO OUR NEW STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WIDE	Biddeford, Me.
WICC	Bridgeport, Ct.
WTSV	Claremont, N. H.
WKXL	Concord, N. H.
WALE	Fall River, Mass.
WEIM	Fitchburg-Leominster, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNBH	New Bedford, Mass.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N. H.
WEAN	Providence, R. I.
WSYB	Rutland, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WOCB	West Yarmouth, Mass.
WAAB	Worcester, Mass.

NOW IT'S 27 YANKEE HOME-TOWN STATIONS

As of today (August 1), The Yankee Network increases its outlets to 27 stations, adding the four new stations above.

The Yankee Network is pleased to welcome these new affiliate stations — four popular local stations which soon will win acceptance as the Yankee Home-town Stations in their areas.

Now, radio homes in these areas will receive Yankee and Mutual programs over their own home-town stations. Now, local merchants will receive the benefit of Yankee local impact in the advertising of nationally known products they sell.

Yankee welcomes the new affiliations as an extension of its own acceptance, adding to its sales effectiveness with more local impact in more markets, greater network coverage and greater flexibility in spot coverage throughout New England.

You can always reach more people more often with Yankee.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

PURCHASE of WOL, Cowles-owned Washington regional, by Capitol Broadcasting Co. (WWDC), controlled by Joseph Katz, Baltimore agency head, and Ben Strouse, WWDC general manager, for approximately $300,000 was in final stages of negotiation last Friday. WOL, Mutual affiliate, operates on 1260 kc with 5 kw, and would assume WWDC call. WWDC, independent on 1450 kc with 250 w, would be sold within six months. Cowles understood desirous of selling so it can concentrate efforts in Midwest (WNAX Yankton; KRNT Des Moines) and in Boston (WCOP). Cowles acquired WOL five years ago in straight-out swap for WMT Cedar Rapids, Iowa. Smith Davis Corp., through Howard Stark, handling transactions.

VICE PRESIDENT BARKLEY reportedly is carrying torch for his constituent Neville Miller, former mayor of Louisville and first paid president of NAB (1938-44), for first available vacancy on FCC. Mr. Miller, old-line Democrat, now is practicing radio law as senior member of Washington law firm of Miller & Schroeder.

SEASONAL spot announcement advertisers such as Grove Labs, Musterole, Vicks are currently preparing spot announcement radio campaigns.

EVEN though outlook for passage of McFarland Bill (S1973) appears favorable, there's known opposition to proposal to increase FCC Commissioners' pay from $10,000 to $15,000. Some Senators feel limit should be to $12,000 as proposed in omnibus salary legislation. Failure to increase beyond $12,000 probably would mean resignation of Wayne Coy as chairman upon his return in latter August.

R. J. REYNOLDS latest cigarette, *Cavalier*, through its agency, William Esty & Co., New York, using spot announcements to coincide with distribution in market after market. Providence, New York and Chicago are already carrying campaign.

STOKELEY-VAN CAMP Inc., Indianapolis, reported planning allocation of more than half of its budget to spot radio and contemplates test in Twin Cities using KSTP St. Paul, tentatively planning 15-minute strip six times weekly. Bulk of million-dollar-plus budget now goes to newspapers and magazines.

LEVER BROTHERS through its agency, Ruthrauff & Ryan, New York, preparing extensive fall spot announcement campaign for Rinso.

BEECH-NUT PACKING CO., Canajoharie, New York (Beech-Nut gum), effective Sept. 1 drops its long-time affiliation with Newell-Emmett Co. and is shopping for new agency.

APPOINTMENT of Attorney General Tom C.

(Continued on page 82)

Upcoming

Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.

Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.

Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.

Aug. 25-27: Georgia Assn. of Local Stations, St. Simon Island, Ga.

(Other Upcomings on page 28)

Bulletins

STRIKE of film laboratory technicians (page 44), which would have tied up TV kinescopic films and newsreels, averted late Friday. Heads of major film studios called on Richard F. Walsh, IATSE president, to intervene on agreement they personally would deal with him in New York on his return from Denver where he is now at IATSE midsummer international board meeting and on condition any settlement would be retroactive to June 19. Local 702 spokesman, which was about to strike midnight Sunday, said its demands had not changed.

MBS ADMINISTRATIVE CHANGES ANNOUNCED

ADMINISTRATIVE changes affecting two departments within MBS, effective immediately, announced Friday by President Frank White. Simultaneously, changes instituted in Chicago office, reorganizing network along CBS lines, by Mr. White, former CBS vice president, with little or no autonomy given divisions outside New York.

Robert A. Schmid, vice president in charge of program sales, assumes direction of advertising, promotion, research and planning departments of MBS. Reporting to Mr. Schmid is Harold M. Coulter, administrative assistant to vice president in charge of sales, who will now handle advertising and promotion. Richard J. Puff remains in charge of research; William Fairbanks, from sales presentation department, to be in charge of planning.

Z. C. Barnes, vice president in charge of sales, named national sales manager. George M. Benson, eastern sales manager, now reports directly to Mr. Barnes, and his activities will cover entire sales organization. Eastern and western sales managerships being eliminated.

Duncan R. Buckham, from sales department, named division sales manager with headquarters in New York, and Carroll Marts, from sales department, Chicago, appointed division sales manager with headquarters in Chicago.

In Chicago, James Mahoney, western division station relations manager, resigned when position was dissolved. Also resigning is Gil McClelland, director of sales promotion. George Herro takes over promotion and publicity in Chicago, reporting to New York office.

Business Briefl

McCANN-ERICKSON NAMED ● Bell Howell Co., Chicago manufacturer of pr sion photo equipment, has appointed McCa Erickson, Chicago, to handle all its natio advertising, effective immediately. Radio ing considered.

FOGARTY APPOINTED ● Consolida Cosmetics Inc. and Dana Perfumes, its s sidiary, both Chicago, have named C. Fogarty, Chicago, as agency. Radio and t vision will be considered. Norman Phelps account executive.

RUG CAMPAIGN ● A. & M. Karagheusi New York, manufacturer of Gulistan Carp preparing radio and video spots through Ful Smith & Ross, New York, for use by dea purchasing time in Boston, New York, Buff Philadelphia, Atlanta, Cincinnati, Pittsbur Cleveland, Detroit, Indianapolis, St. Lo Chicago, Minneapolis, Dallas, Los Ange San Francisco and Seattle. Radio spots to offered also to dealers in Denver.

CBS-IBEW TALKS CONTINUE AS STRIKE DEADLINE NEAR

CBS and IBEW, faced by strike dead Friday midnight, were trying at press tim work out differences around conference t in New York.

Progress toward agreement was said to h been made over previous week and chance avoiding strike were believed good. Both si however, had taken steps to prepare for str

Union officials said that should one l go on strike, locals in six other CBS c would walk out. But they conceded such event might not close down operations. work also indicated its determination to l operating.

Disagreement, it was said, was on new class tion of "assistant technicians." CBS repor wanted to include in it all dollie pushers, who move TV cameras and mike booms arc IBEW wanted to restrict it to men who do a pushing, reserving men who make decisions a camera and microphone locations to skilled nician classification.

Pay for assistants would be $55 per week, it said. Pay for engineers presently starts at $ and reaches $125 after five years. It is unders CBS offered union flat $2.50 increase. Ori union demand was for increases in some categ up 25%.

RMA MEET POSTPONED

SCHEDULED meeting of RMA Televi Committee tomorrow (Tuesday), to cons FCC allocations proposals for VHF-U bands and status of color TV, postponed Aug. 16, RMA said Friday. Postponer resulted from FCC announcement which hearings back to Sept. 26 (story page 43)

TOP 15 HOOPERATINGS

FIRST fifteen program Hooperatings for July 15-21 announced Friday:

"Walter Winchell", 15.5; "Horace Heidt", 10.5; "This Is Your FBI", 9.8; "Stop the Music", 9.8; "Mr. Kean", 9.1; "Louella Parsons", 8.5; "Our Miss Brooks", 8.4; "Take It or Leave It", 8.1; "Crime Photographer", 8.0; "Adventures of Sam Spade", 8.0; "Mr. District Attorney", 8.0; "Drew Pearson", 7.9; "Mr. Chameleon", 7.8; "The Fat Man", 7.6; "Curtain Time", 7.5.

WSAV is on TOP... IN THE LATEST HOOPER AREA REPORT!

Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

May 1949 HOOPER INDEX	WSAV	STATION 'A'	STATION 'B'	STATION 'C'	STATION 'D'
TOTAL RATED TIME PERIODS 6:00 a. m. to 10:00 p. m.	18.0	4.0	6.0	5.0	17.0
Daytime 6:00 a. m. to 6:00 p. m.	19.0	4.0	6.0	5.0	18.0
Evening 6:00 p. m. to 10:00 p. m.	14.0	4.0	6.0	4.0	12.0

And that's just half the story . . . WSAV's dominance is even greater in the 47 *additional* WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

Patroon of the week

VERA BRENNAN

Head Time Buyer, DUANE JONES & COMPANY

With seventeen years
of heavy agency time-buying experience,
Miss Brennan is well equipped for her present position.
The William G. Rambeau rep
today presented Miss Brennan
with her Patroon membership certificate
and with the deed to a tract of "Patroonland".

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* **Sales, not tales**
* **Orders, not oratory**
* **Customers, not claims**

PATROON
Aristocratic Landholder
of the Hudson Valley

50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Mary Ginn, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Top quality power tubes for more than 25 years

BROADCAST engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric's line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative — or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

— QUALITY COUNTS —

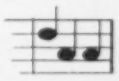
Western Electric

Distributed by GRAYBAR — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A. — Graybar Electric Company. IN CANADA — Northern Electric Company, Ltd.

"Any advertiser can and most advertisers should use **SPOT RADIO**"

D-U-Z DOES EVERYTHING



And just about every housewife in America **knows** it because Procter & Gamble uses Spot Radio to tell 'em so.

Spot Radio duz just about everything too, and P&G know how to make full use of Spot's flexibility by using it for fifteen separate and distinct products in seven different forms, ranging from nighttime half-hours to daytime station breaks.

Some one or more of the many forms of Spot Radio may sell your product faster and more economically than it has ever been sold before. It's easy to find out for yourself how true this is. Investigate!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KSTP-TV

EDWARD PETRY AND CO. INC.

XUM

Sales expand, too

. . . when WTAR sells for you in the Norfolk Metropolitan Market!

There's a mighty market* of buyers for your product in the Norfolk Metropolitan Market*—Norfolk, Portsmouth, Newport News, Va. And WTAR, delivers more listeners per dollar than any other Norfolk station, or combination. See any Hooper report.

Mate this big, eager, and able-to-buy market with its listening preference for WTAR. You'll be proud as a new "papa" of your sales results. May we tell you more?

*See Sales Management "Survey of Buying Power," May 10, 1949, Page 128.

WTAR
WTAR-FM
WTAR-TV (CP)

N. B. C. Affiliate 5,000 Watts Day and Night

Nationally Represented by
Edward Petry & Co.

Agencies

KENNETH BEIRN, who joined Biow Co., New York, in September 1948 as vice president, named executive vice president of agency. Prior to his association with Biow, Mr. Beirn was with Dancer-Fitzgerald-Sample, New York.

W. McCOOK REED appointed head of new business department of Gray & Rogers, Philadelphia. Mr. Reed formerly was associated with N. W. Ayer & Son Inc., same city, as account executive.

KATHY GROVER, formerly with Ellis Adv., Boston, WBNY Buffalo and Roizen Adv., Buffalo; JAMES E. CORBETT, formerly with WBEN, Baldwin Bowers & Strachan, both Buffalo, and CBS, and VIRGINIA FLYNN, formerly with CBS, are associates in new agency, **Advance Adv. Co.**, with offices in 658 Ellicott Sq. Bldg., Buffalo.

Mr. Reed

CARSON RUFF ASSOC., New York public relations firm, will open new Los Angeles office Aug. 15. DAVID F. PERRY has been appointed West Coast representative.

C. E. DeROSIER of Cedar Adv. Co., 316 Oppenheim Bldg., St. Paul, Minn., announces change of company name to **DeRoser Inc.**

ROD MacDONALD, San Francisco and Northwest manager of Los Angeles *Independent*, resigns to become director of The Biow Co., San Francisco.

MERRITT E. WILLEY, formerly with Garfield & Guild, San Francisco, joins sales staff of Reuben H. Donnelley Corp., same city.

N. W. BRANDON, formerly of Nachman-Rhodes Inc., Augusta, Ga., joins Noble-Dury & Assoc. Adv., Nashville, as executive director of creative plans and copy.

ALBERT W. REIBLING, business manager of NBC television department, joins Kudner Agency, New York, as business manager of television section. JOHN P. MARSICH, assistant to Mr. Reibling at NBC, joins Kudner in similar capacity.

WALTER NEIL, formerly account executive of Ruthrauff & Ryan, Hollywood, named president of Northern Reddi-wip Co. Seattle (Reddi-wip).

CARL W. BLUME, formerly of Smith, Bull & McCreery Adv., Hollywood, appointed Los Angeles Dept. of Airports public relations director.

FRANCIS KERR, former vice president and eastern manager of Rogers & Smith Adv., New York, joins Schwimmer & Scott, Chicago, as account executive. He is former member of Hearst Magazines Inc. sales staff, New York.

MARION WOOD of General staff of BBDO, Los Angeles, appointed publicity director.

GREACEN MITCHELL, for past two years executive of Harrington, Whitney & Hurst, Los Angeles, promoted to manager. He succeeds GEORGE WHITNEY, who resigned effective Aug. 15 to join Don Lee Broadcasting System as general sales manager [BROADCASTING, July 25].

A. J. VICTOR withdraws from Hollywood agency of Tullis-Victor Co. and firm name changes back to The Tullis Co. Inc. HOWARD L. TULLIS is president with EARL W. WILHITE elected to post of vice president. BEN LANG placed in charge of newly created television department.

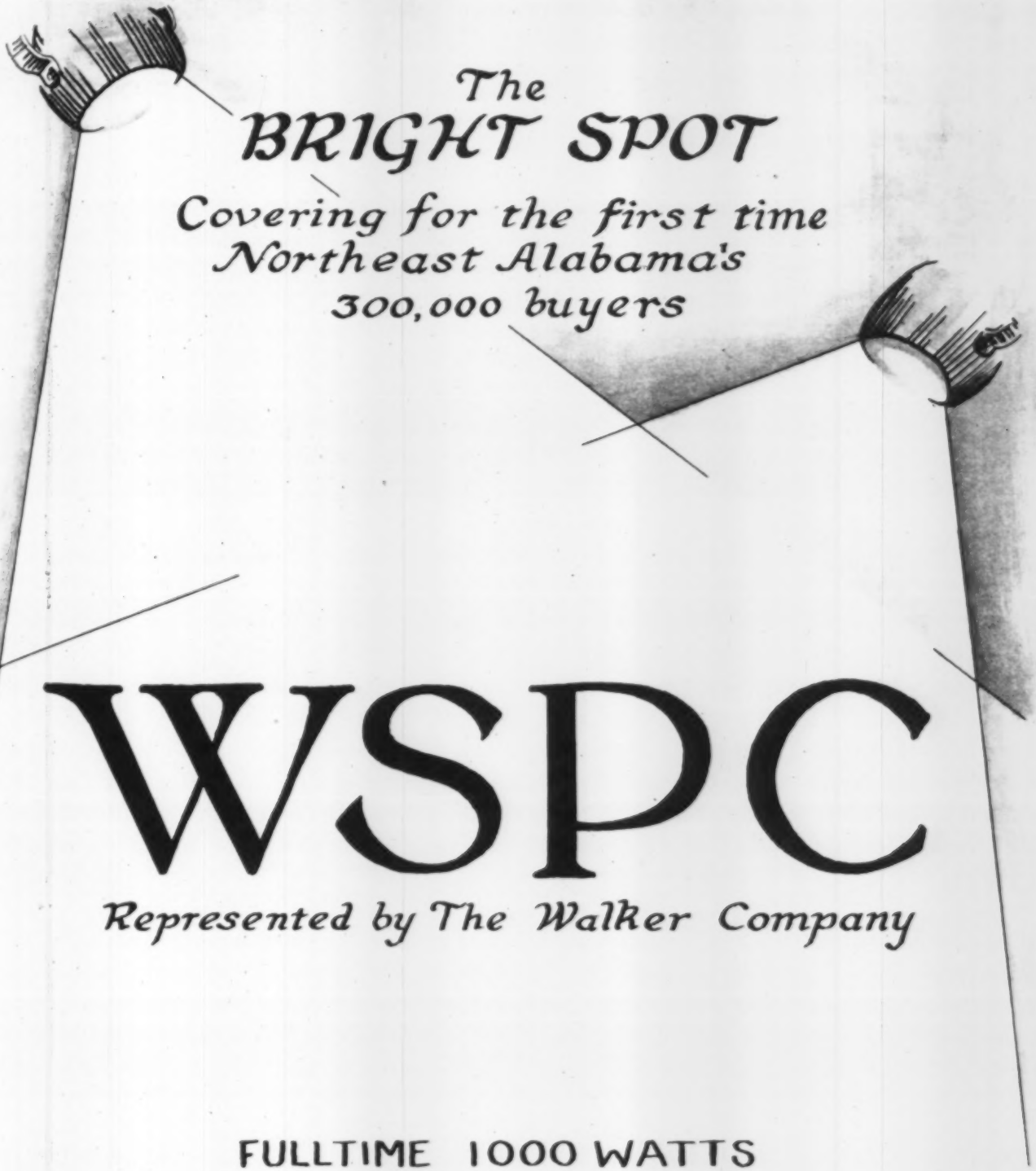
CAMPBELL-EWALD CO., New York has acquired another complete floor at 1 East 57th Street, in addition to 14th floor which agency already occupies.

FULLER & SMITH & ROSS, Chicago transfers its media and market research divisions from the 15th to the 16th floor of the Bankers Bldg., 105 W. Adams St., Chicago. Production and art departments on the 15th floor area have been enlarged.

SELMA SCHONFELD, media director of Brisacher, Wheeler & Staff, Los Angeles, and Herbert Solmann have announced their marriage.

ELDON E. SMITH, acting manager of advertising service department of Young & Rubicam, Hollywood, and Beatrice Strawway announced their marriage.

LOUIS WEITZMAN, head of Louis Weitzman Agency, Los Angeles, and Dehlia Rios have announced their marriage.



The
BRIGHT SPOT

Covering for the first time
Northeast Alabama's
300,000 buyers

WSPC

Represented by The Walker Company

FULLTIME 1000 WATTS
1390 K.C.

ANNISTON, ALABAMA

How This Buyers' Market Can Mean

By LOUIS HAUSMAN
Director of Sales Promotion and Advertising, CBS

A BUYERS' market can mean business—and *more* business—for broadcasters, because a buyers' market can work important changes on both sides of the counter.

On the buyers' side, there is no question that a tightened economy will make advertisers more critical and more discriminating in planning media expenditures.

On the sellers' side, current conditions should bring renewed efforts to cope with what is, I think, one of broadcasting's biggest selling problems. The problem, paradoxically, is this:

Radio's coverage is now so complete—and radio listening so universal—that it is often hard for broadcaster and advertiser alike to comprehend the true scope and economy of radio as an advertising medium.

By finding new ways to demonstrate how big, how thrifty, and how effective radio is, broadcasters can play a significant role in persuading the businessman not to give up his most productive advertising when he needs it most.

A recent article in this series did a good job of outlining the broad dimensions and universal nature of radio today—the 39,275,000 radio families, the 80,000,000 sets, the extra listening that goes on in 10,000,000 automobiles and in some 50% of retail shops.

No. 5 . . . Sales Promotion Man

It also reviewed radio's rapid growth in recent years, right up to today—40,000,000 new sets since 1946; 52% more hours of listening since 1943; a 22% decline in circulation costs from 1940 to 1949.

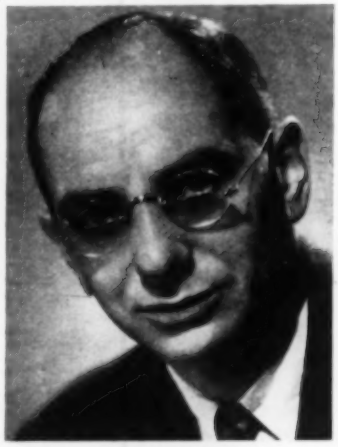
But beyond these measures of radio's phenomenal growth and current stature, I think it is also helpful to compare radio, point for point, with the two other mass media—magazines and newspapers. For only in this way can we get a true conception of what radio's complete coverage means to an advertiser in terms of *mass media values*.

In the broadest coverage terms, radio offers the national advertiser a three to nine times bigger opportunity to catch the attention of a listening or reading prospect. Here is why:

First, in terms of *people*, we know that radio today reaches more than 94% of all U. S. families (BMB). And when the National Opinion Research Center last compared the three media on a uniform basis (1947) it found that radio reached 91% of all people; daily newspapers, 90%; and magazines, only 61%.

Second, in terms of *time*, we know that the average U. S. family spends more than four hours a day listening to the radio (NRI). The latest study on how much time people spend with all three media was made by Princeton U. earlier this year in Philadelphia (a city that should give magazines and newspapers every break). It found that the average family spends 3 hours and 35 minutes a day listening to the radio; 1 hour and 14 minutes reading newspapers; 21 minutes reading magazines.

LOUIS HAUSMAN has been associated with CBS since 1940, progressing steadily upward in the advertising and sales promotion field. In 1941 he was named manager of Sales Promotion's Presentation Div., a post he held until his appointment in October 1947 as associate director of the CBS Advertising and Sales Promotion Dept. On Feb. 2 of this year he was named to his present position as director of the Advertising and Sales Promotion Dept. Before joining CBS, Mr. Hausman was associated with advertising and sales promotion for the American Safety Razor Co. from 1930-38, and from 1938-40 he was advertising and sales promotion manager for the Electric Shaver Div. of Remington Rand Inc.



Mr. HAUSMAN

* * *

When you put these two dimensions of media coverage together, as we do in the chart below at left, you can see why radio offers an advertiser by far the biggest opportunity to command attention for his product:

This chart shows the theoretical opportunity offered advertisers by the three media. But actually, in the case of printed media, there is no *practical* way to get the population coverage indicated. With magazines, it is wasteful (through heavy duplication) to use the number of magazines that produce a total coverage of 61%.

And to get 90% newspaper coverage an advertiser would have to buy half of it at a prohibitively high price. Within any given community a newspaper does give powerful penetration. *But*, once you get outside the big metropolitan areas, the cost of this penetration rises rapidly to an uneconomic level. For example, to reach the 50 largest markets through newspapers would cost roughly $26 a line. But adding the next 50 markets increases the cost by 50% and only increases the circulation by 34%. And, the total cost of a 1,000-line ad in *all* daily newspapers would be $166,000 for one insertion.

Costs and Results

Radio's clear-cut advantages in coverage and attention translate directly into bigger audiences at *lower unit cost* for the individual advertiser.

In March the average evening half-hour program had a national Nielsen rating of 13.2. It was heard, in one broadcast, by 11,924,000 people at a combined time-and-talent cost of $24,890.

A half-page ad in the top 32 metropolitan markets costs $24,600 (including 10% for production) and is "*noted*" by some 9,800,000 people.

The average black-and-white page ad in the nation's biggest weekly costs $17,950 (including 11.5% for production) and is "*noted*" by approximately 7,170,000 people.

Thus the radio advertiser, with an equivalent outlay, reaches 22% more people than he can through newspapers (in the most economical markets). With an extra outlay of 39% the advertiser reaches 66% more people through radio than he can in the largest magazine.

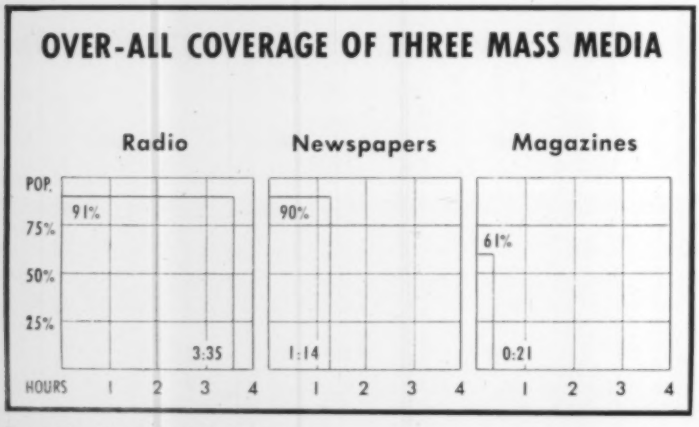
Noting vs. Hearing

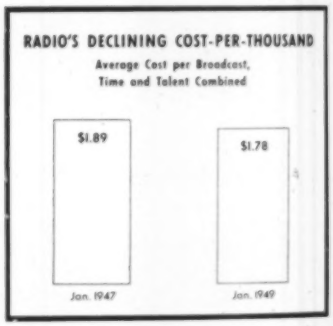
Even on an ad-noting basis, it is clear that newspaper and magazine audience values do not come within striking distance of radio. Yet "noting" is the most liberal Starch measure that can be applied to a newspaper or magazine ad. It means simply that a reader "remembered, when interviewed, that he'd previously seen the advertisement in the current issue—irrespective of whether he had associated it with the name of the product or advertiser."

As a measure of advertising effectiveness "noting" is of doubtful value. For as Lever Brothers' new vice president in charge of advertising, James A. Barnett, was quoted recently in the trade press: "We don't care half as much about getting 'see-ers' (in printed copy) as we do about getting high body reading."

Dr. Starch does, of course, have a more rigorous test of advertising readership—the "read-most" standard, which actually means that one has read 50% or more of the advertising copy. On this basis the newspaper ad reaches only 2,670,000 people who "read most." And the noters of the magazine ad dwindle to less than 1,400,000 readers.

Radio, on the other hand, need





Business for Broadcasting . . .

not discount its average audience of 11,924,000 listeners. For Nielsen shows that the average family counted in the National Nielsen Rating for a half-hour evening program hears 2.7 of the customary three commercials—or *90%* of the program's advertising message.

When you compare mass media on a listening vs. read-most basis, radio's comparative values are multiplied many times.

The average half-hour commercial program—at the same cost—reaches four times as many people as the average half-page newspaper ad. At an added cost of 39%, the average network progam reaches eight times as many people as the average black-and-white page ad in the biggest magazine.

Radio's Real Audience

Radio's virtually complete national coverage brings the advertiser a second important advantage—a vast cumulative audience. In a single week, as we have seen, the average half-hour program will reach 11,924,000 listeners. But figures like this, based on one-time ratings, hide rather than reveal the real size of radio.

In one month, this "average" program reaches 33,423,000 different listeners. Because radio listening is not channeled within the narrow limits of a subscription list, this program will reach—in four broadcasts—one quarter of all the people in the country.

Some of the quarter-hour evening strip programs reach a monthly cumulative audience of over 47,000,000 people. And in the daytime, the relatively unexciting 6 and 7 ratings of daytime serials translate into monthly audiences of 15,000,000 listeners—who hear, on the average, more than nine commercials apiece.

Declining Audience Costs

Finally, because radio's coverage—extensive and intensive—is still growing, radio's advertising values continue to improve.

As we pointed out earlier, radio's circulation costs have dropped 22% in 10 years (while newspaper costs have gone up 7% and the largest weekly magazine up 17%). But beyond this, radio's actual delivered audience costs are falling too.

Today the total radio audience is 9% bigger than it was just two years ago. Hours of listening per family have also increased, by 17%. So even while there are now many more stations competing for the listener than there were two years ago, the cost of the average network program has fallen from $1.89 to $1.78 per thousand homes.

Advertisers Respond

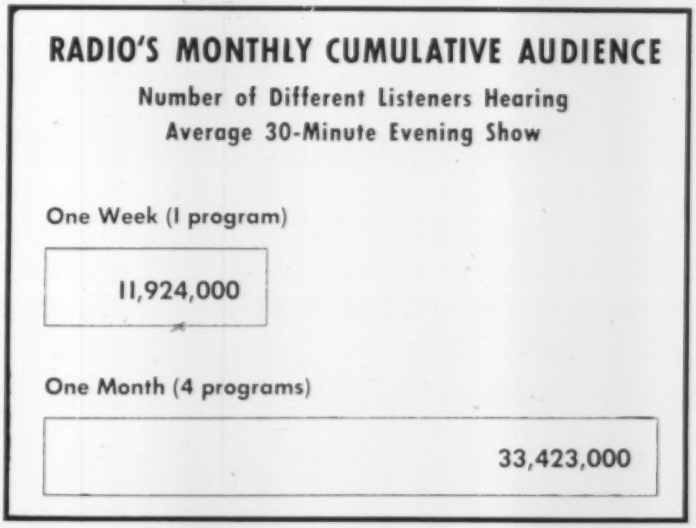
With this upward trend in radio values, it is not surprising that national advertisers spent $340 million in network radio (for time alone) in 1948. Over the past 10 years the 100 largest advertisers have increased their expenditures for radio at a faster rate than for either newspapers or magazines. And today in most major industries, the *biggest* advertiser spends more in network radio than he does in any other medium.

Thus in the soap industry, the $18,199,384 that Procter & Gamble spent in network radio in 1948 (for time alone) adds up to more than it spent for any other medium. In other industries, so does Sterling Drug's $9,063,366; General Foods' $6,774,593; R. J. Reynolds' $4,076,436; Coca-Cola's $2,519,887; Prudential's $1,942,416; Mars' $1,542,062, Texas Co.'s $1,241,898 and U.S. Steel's $1,052,090.

The preference that these industry leaders show for radio is a clear reflection of radio's superior values as an advertising medium. And these values, in large part, trace back to radio's great superiority in national coverage—both in terms of people reached and hours spent with the medium.

If broadcasters can bring about a wider understanding of this great basic advertising advantage, they can turn a buyers' market into well-deserved new business for radio. (And none of this takes into account the impact—the impression-value—of the spoken word: the frame of reference in which the advertiser's message is placed.)

In spreading this understanding, broadcasters will be doing their part in the economy to maintain a necessary volume of resultful advertising — persuading the businessman not to save gas going uphill by taking his foot off the accelerator.



Friendly Rivals

SINCE the war ended, competition intensified by hundreds of new stations has become a familiar story to operators. Louisville is no exception with seven AM, three FM and one TV. However, there evidently is a spirit of friendly rivalry and more evidence that no one station is a "favorite" for continuous listening, not even for its owners. WKLO Lexington, Ky., for instance. Casey Electric Co., sponsor of *WKLO's Kitchen Sweepstakes*, conducted a contest to find the oldest electric refrigerator in the area. When the contest winner was announced, it was none other than Mrs. Barry Bingham, whose husband is the owner of WHAS Louisville.

MARKET REPORTS

At All-Time High in NE

USE of farm market news by northeastern radio stations has reached an all-time high, with 203 stations in the area airing market reports regularly, according to the U. S. Dept. of Agriculture. The figure is based on a recent annual survey by the Production & Marketing Administration, which canvassed 417 stations in 12 northeastern states. Replies were received from 329 outlets.

Stations reported broadcasting farm market news at virtually all hours of the day, beginning early in the morning and ending during evening hours. Peak periods were from 6:30 to 7 a.m. and 12:15 to 12:45 p.m. PMA officials attribute the all-time high to increase in number of both the area's stations and farm program directors employed by them. Stations have been prompt to recognize the value of market reports and have used their facilities in speedy dissemination of market news, PMA concluded. Dairy and poultry reports are most widely used, appearing on 196 stations.

XUM

There's WMT Strength in Union (IOWA)

. . . *signal* strength on Iowa's best frequency, 600 kc. . . . *program* strength with exclusive CBS network shows in Eastern Iowa . . . *news* strength with a News Center that utilizes AP, UP, INS, and local correspondents throughout the state.

Union is one of the hundreds of communities in WMTland whose aggregate 1,121,782 people* farm the nation's most fertile lands and work in the area's humming industries. Join the union of WMT advertisers if you want coverage in this important market. The Katz man has full details.

* *within WMT's 2.5 mv line.*

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

New Business

MARCOR Inc., Chicago (plastic food bags), names Louis A. Smith Co., same city, as its agency. Spot radio nationally is contemplated, starting with proposed campaign in Illinois, Iowa, Michigan and Nebraska.

HENDERSON FURNACE & MFG. Co., Sebastopol, Calif. ("Clipper" forced air gas furnaces), appoints Knollin Adv. Agency, San Francisco. Media plans to be announced.

QUAKER OATS Co., Chicago, for Aunt Jemima Ready Mixes, begins spot campaign after Labor Day in 15 eastern markets for 13 weeks through C. J. LaRoche & Co., also Chicago. Stations now being chosen.

HICKOK OIL Corp., Toledo (Hi-Speed gasoline), sponsoring feeding of *Musical Treasures* from WXYZ Detroit five times weekly, 7:15-7:30 p.m. (EST) on four additional stations: WTCM Traverse City, WATZ Alpena, WMBN Petoskey, and WATT Cadillac, all Michigan. Show is broadcast on six other Michigan stations and on three in Ohio.

WASHINGTON, D. C., AUTOMOTIVE TRADE Assn. appoints Kal, Ehrlich & Merrick Adv., same city, as agency. Radio and television will be used.

NATIONAL ASSN. OF VARIETY STORES Inc., Chicago, and **RULO PRODUCTS**, (Rulo reducing plan), same city, appoint Tim Morrow Adv., same city, to handle advertising. Radio will be used.

LEVER BROS., Cambridge, Mass., appoints J. Walter Thompson Co., New York, to handle advertising in Canada for Surf (general wash synthetic detergent) effective Aug. 1. U. S. advertising for Surf will be handled by recently appointed N. W. Ayer & Son, New York [BROADCASTING July 25.]

WILLARD TABLET Co., Chicago, launches AM spot campaign nationally in fall on between 70 and 80 stations. Starting dates are Sept. 12 and Oct. 3. Agency: First United Broadcasters, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving creams), renews *Say It With Acting*, video charade program, on WNBT (TV) New York, Sun., 6:30-7 p.m., for additional 26 weeks, effective Aug. 21. Agency: J. Walter Thompson Co., New York.

DONALDSON'S DEPARTMENT STORE, Minneapolis, and **GOLDEN RULE STORE**, St. Paul, jointly sponsoring series of eight film commercials weekly on KSTP-TV St. Paul. Additional spots on KSTP-TV and recently-opened WTCN-TV Minneapolis will be scheduled in near future. Agency: Cramer-Krasselt, Milwaukee.

RHEINGOLD BEER through Foote, Cone & Belding, New York, sponsors five-minute film *Miss Rheingold Candidates* effective Aug. 1, on five video stations in New York. Film presents six contestants for "Miss Rheingold 1950" title.

C. H. MASLAND & SONS, Carlisle, Pa. (carpet manufacturers), effective Sept. 14, will sponsor quarter hour television show featuring Earl Wrightson, baritone, and Norman Paris Ensemble 7:45-8 p.m., Wednesday on CBS-TV. Anderson, Davis & Platte, New York, is agency.

OAK RIDGE ANTENNAS, manufacturing division of Video Television Inc. and Television Equipment Corp., names H. W. Hauptman Co., New York, as agency. Specific media plans which may include radio and television will be consummated in two weeks.

Network Accounts • • •

CARTER PRODUCTS, New York (arrid), through its agency Sullivan, Stauffer, Colwell & Bayles, New York, buys quarter-hour of CBS's giveaway program *Sing It Again* starting Oct. 1. Quarter hour sponsored is to run 10:30-45 p.m. Advertiser is said to have paid more than $500,000. Contract is for 52 weeks.

REVERE CAMERA Co., Chicago (movie cameras), renews *Name the Movie* on full ABC network for 13 weeks from Aug. 11, via Roche, Williams & Cleary, same city. Twenty-five-minute show will be moved from 8:30 p.m. CDT to 8:45 p.m. next Thursday. Contract between agency and Bernard Howard of Howard Radio Productions, Chicago, who originated show idea, also was renewed.

Adpeople • • •

R. P. GILLESPIE appointed assistant advertising manager of Hunt Foods Inc., Los Angeles. Mr. Gillespie has been with company for two years. **JACK MELVIN**, director of public relations, will take active part in advertising department, working with Mr. Gillespie on media and plans.

FRANK JOHNSON, former advertising brand manager for Schenley Distillers, New York, joins Frankfort Distillers Corp., same city, as promotion manager.

WE TAKE NO VACATIONS AT...

KXEL

...WHEN IT COMES TO TWO-FISTED HARD-HITTING HAIR-ON-THE-CHEST **SELLING**

THE STATION THAT HAS CHANGED LISTENING HABITS in IOWA

That's why business is good at KXEL and that is why advertisers on KXEL are GETTING OLD FASHIONED DOLLAR VALUES IN RETURN FOR EVERY DOLLAR INVESTED. This consistent down-to-earth selling guarantees high sales returns for advertisers . . . in an area that extends as far as 110 miles from KXEL's transmitter.

Proof of KXEL's tremendous impact is recorded in Conlan's recent study which revealed as high as 54.3% listeners in Chickasaw County, Iowa—96 miles from KXEL's transmitter.
They've got to be listening before you can sell 'em. We've got 'em! *KXEL's listeners* plus your products will add up to quick profits.

If you represent a national advertiser see your Avery-Knodel representative. Call him now or contact KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY

WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

XUM

"Weed and Company serves you right!"

. . . said Mr. Jamison

Mr. Z, a prominent figure in advertising circles, had been searching high and low for just the right set of local stations in which to test his new product.

Finally (and wisely) he got Mr. Jamison, and Mr. Jamison got the availabilities. But by that time, advertiser Z was many miles at sea on his new yacht. And Mr. Jamison (who practically refuses to take a vacation) took off after him.

"I know it's summer and all that," said our man when he finally caught up with his client, who was much more pleased than surprised. "But I promised I'd let you see the list the moment it was ready. And besides, your test campaign really should start this month, you know."

"Much obliged, my boy, much obliged!" said Mr. Z from his taffrail.

"It was nothing, sir," Mr. Jamison replied. "Weed and Company serves you *right!*"

An exaggerated example perhaps. But we've got a lot of people like Jamison at Weed and Company . . . and we're doing more business for *all* of our clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Tremendous Strides'

EDITOR, BROADCASTING:

. . . I continue to watch—with considerable admiration for you and your staff—the progress which BROADCASTING continues to forge in the radio-television field. . . . BROADCASTING has 'made tremendous strides. . . .

Richard S. Nickeson
Manager
Broadcast Service Inc.
Madison, Wis.

* * *

'. . Shrdlu . .' Cont'd

EDITOR, BROADCASTING:

My comment on
"etaoin shrdlu II" . . .
is merely cmfwyp!

Allan L. Swim
Editor
Congress of Industrial Organizations
718 Jackson Place, N. W.
Washington

* * *

BMB No ABC

EDITOR, BROADCASTING:

Far be it from me to want to paint signs on the side of a hearse, but it is only human to want to say "I told you so" when a minority opinion, vociferously damned, ultimately proves the correct answer to a major problem in radio (or any other industry, for that matter).

And I am sure you must be getting vicarious satisfaction out of having provided an open forum, a completely honest soapbox for the widely opposed viewpoints on the BMB matter a couple of years ago.

From my own publishing experience, I know it took courage to publish my anti-BMB piece in the very issue which was distributed at the NAB convention which had been greased to ratify the BMB program (Aug. 28, 1944).

And then, after the first BMB report had been released, and the industry was deeply immersed in the business of shaking hands with itself to permit me to say again, even more pointedly, "This ain't no ABC" (Nov. 25, 1946)—that was more forceful evidence of the objectivity with which you edit your magazine.

But, enough of eulogy.

The fact still remains that the radio industry—AM, FM, and TV—can never have an audience measurement system comparable to and competitive with ABC until it adapts the absolute, mathematical, "auditable" methods employed by radio engineers to measure signal strength, and quality.

Ibid BROADCASTING of Aug. 28, 1944, Nov. 25, 1946, and several articles by a few other iconoclasts.

Francis N. McGehee
Ridgefield, Conn. (and)
440 Park Ave., New York.

* * *

Promotion Show

EDITOR, BROADCASTING:

"Radio has the greatest facilities in the world for self-advertising and self-promotion, but for some strange reason we are probably the worst advertisers in the world."

The above statement (with a switch from "newspapers" to "radio") was made by Ted Weil, general advertising manager, Louisville *Courier-Journal* and *Times*, at the summer conference of the NAEA.

It makes more sense as written above, . . . each of the four networks could do themselves, and the industry in general, a lot of good by planning a series of programs for the purpose of explaining broadcast advertising to the radio audience.

A super-duper quiz program could be carried simultaneously on the four networks. A $100,000 cash jackpot could be contributed by 100 of the largest national advertisers.

Local cut-ins would make possible 1,500 or more local contests in conjunction with the large jackpot prize.

The type of program is not the most important point. The fact that the broadcast industry is neglecting its best opportunity for self-advertising and self-promotion is the most important thing to consider.

Allen P. Solada
Local Account Representative
WHGB Harrisburg, Pa.

* * *

Football 'Rights'

EDITOR, BROADCASTING:

The letter of Melvin Drake, WDGY Minneapolis, writing in yours of July 11 regarding Minnesota football prompts me to say the following:

No discussion on this subject of freedom of radio in the field of sports has so clearly pointed up radio's poor position as this one by Mr. Drake.

He says that due to certain circumstances: "Many of the stations, rather than carry Minnesota games have been taking games of their respective networks and have thus blocked out unintentionally the

(Continued on page 20)

PLANS for telecasting Notre Dame football games on coast to coast DuMont TV Network under sponsorship of Chevrolet Motor Div. are completed by (l to r): Seated—C. J. French, Chevrolet adv. mgr.; Rev. John H. Murphy, Notre Dame v. p. and chairman of faculty board in control of athletics; Les Arries, DTN director of sports and special events; standing—Edward (Moose) Krause, Irish coach; Winslow H. Case, senior v. p., Campbell-Ewald Co., New York.

FINAL okay for airing of Grace Gibson Radio Productions' *Drama of Medicine* on KVOX Moorhead, Minn., by N. D. Hospital Service Assn. is made by Donald Eagles (r), Assn.'s exec. sec., with approval of Jim McKnight, KVOX sales mgr. Agency, Barney Lavin Inc., Fargo, N. D.

EARL GODWIN (center) contracts to air his nightly commentary on WRC Washington under sponsorship of Phillips Packing Co., Cambridge, Md. Approving action are William R. McAndrew (l), NBC Washington gen. mgr., and Eugene Juster, NBC Washington prog. mgr.

PURCHASE of five quarter-hour news shows and full-hour *Hopalong Cassidy* Sunday series on WRGB (TV) Schenectady by 24 area Chevrolet dealers is set by (l to r) J. A. Haraden and George W. Hunt (standing) of Mohawk Chevrolet Co.; Emerson Markham, WRGB mgr.; Eugene P. Weil, WGY-WRGB sales supervisor.

CONTRACTING for sponsorship of Big Nine football game broadcasts on WBOW Terre Haute, Ind., by Downtown Chevrolet Sales Inc., Terre Haute, are (l to r) Harvey Froderman, Downtown president; Bob Ferguson, WBOW sportscaster; Ferrall Rippetoe (seated), WBOW manager; Ed Mullis, Downtown manager.

For Profitable Selling
INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

FINALS of a four-week hole-in-one golf tournament WJMO Cleveland sponsored as a Boystown fund benefit were held in July. Nearly 6,000 contestants tried their skill on the 90-yard shots to special greens and 11 of them ended with ace scores, the station reports.

Each contestant was given five balls for a 50-cent fee. Weekly prizes included such items as golf clubs, radios, sportswear and luggage, and the grand prize was a 1949 Nash two-door sedan.

Robert DeTchon, WJMO sales manager, originated the hole-in-one tourney idea and enlisted the cooperation of the Cleveland Kiwanis Club and its Boystown benefit unit. The club provided referees.

Hole-in-one winners and weekly finalists were interviewed by David Stashower, WJMO announcer, who also gave additional facts on the progress of the benefit drive.

Station reported that although there were 11 hole-in-one shooters, a Sigmund Bendes made the ace shot twice.

Mr. Stashower interviews Mr. Bendes the two-time ace scorer in tournament. Awaiting his turn at mike is another hole-in-one record holder, B. Trinter (seated right). Standing is Mr. DeTchon.

On All Accounts

BING CROSBY probably doesn't know it, but a recording of one of his performances is in the permanent historical archives of the U. of Alaska—thanks to John P. Heverly; account executive in the Seattle office of Botsford, Constantine & Gardner.

If that seems slightly incredible, consider the facts:

It seems that the Olympia Brewing Co., one of John's accounts at BC&G, was about to celebrate its 15th anniversary in September 1946, and John set up a commemorative half-hour broadcast, *The End of the Oregon Trail*. Three months' research for the show disclosed, among other fascinating facts, the information that one Captain Nathaniel Crosby was the founder of the Crosby Flour Mill at Tumwater, Wash. (the actual end of the old Oregon Trail). And who was more logical to play the part of the flour tycoon than Captain Crosby's great-grandson, Bing?

The resulting program, transcribed in Hollywood and broadcast on 28 stations throughout the Pacific Northwest, was an accurate historical narrative of the early days in Washington State. The agency subsequently had the show pressed on 78 rpm recordings and made up into attractive albums for presentation to universities and libraries.

John Heverly's interest in radio goes back to the cat-whisker days when, as a boy in Waterloo, Iowa, he built home-made receivers. His first job was as licensed operator at WMT Waterloo, and later at KGIR Butte, Mont. Subsequently, he served variously as operator, announcer and writer for KPCB (now KIRO), KRSC and KOMO-KJR, all Seattle.

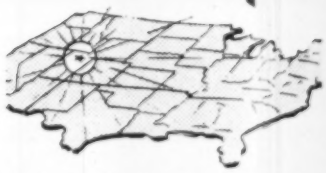
JOHN

Mr. Heverly stepped into the commercial end of broadcasting when, in 1937, he became radio advertising manager for Frederick and Nelson, Seattle department store. During his six years in this spot, he wrote, produced and announced as many as 13 programs a week, including the daily *Frederick and Nelson Concert Hour*, which is still on the air and holds the record as Seattle's oldest continuous show.

On some of John's programs for the store, his colleague on the air was Mrs. Heverly (the former Ruth Skillingstad, whom he married in 1935), handling dramatic roles and

(Continued on page 48)

Bright Spot



Salt Lake City is a bright spot in the nation's economic picture. U. S. Department of Commerce reports average gain of 3% in retail sales for the first five months of 1949 over 1948.

It means people in Salt Lake City are buying more than ever. It means that advertising—intelligent advertising—can find responsive ears—through KDYL—and responsive eyes *and* ears — through KDYL-TV—the twin bright spots in selling merchandise.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

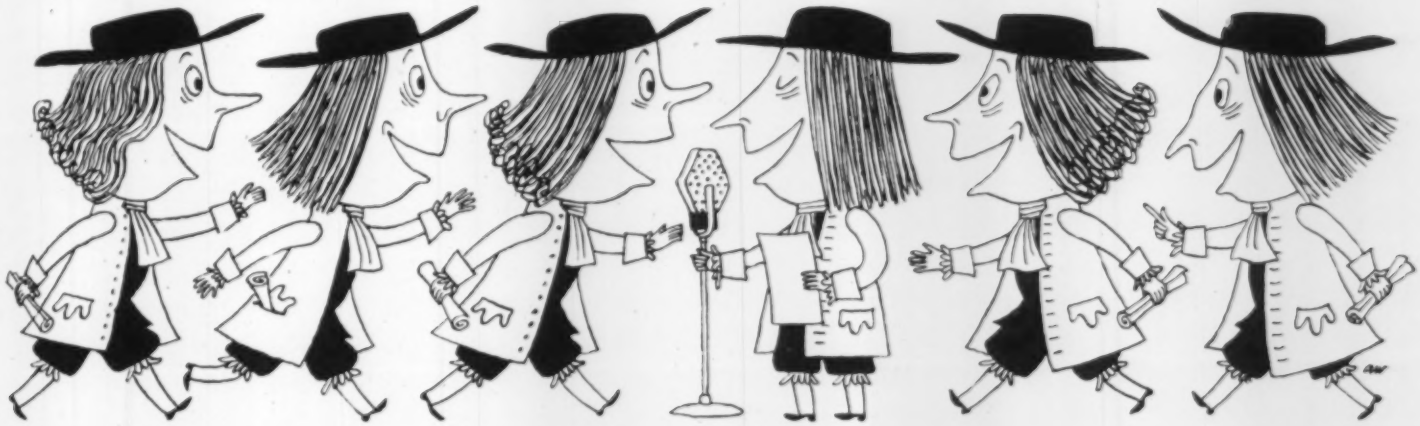
KROD
CBS OUTLET
600 on your dial
5000 Watts
Southwest Network
NEW MEXICO
EL PASO
More DIALERS per DOLLAR

● Buy KROD and you buy more listeners for every dollar you invest. A station with power and an excellent signal—that's the regional outlet for popular CBS, KROD. It's the Key Station of the Southwest Network and the far-west link of the Lone Star Chain.

RODERICK BROADCASTING CORP.
Dorrance D. Roderick
President
Val Lawrence
Vice Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Co., Inc.

KROD Your Southwestern Salesman
EL PASO • TEXAS

Time-Buyers Getting Tight-Fisted?



Not with KYW—No Sir! Philadelphia advertisers are buying more and more time on KYW

THE RECORD TELLS THE STORY. In this day of *shrewder time-buying habits, and more competitive selling efforts,* KYW's local time sales are higher, *substantially higher,* than last year.

You can't go wrong when you take your cue from those who know the market best. For effective, economical coverage of the nation's third market area, put KYW at the top of your schedule. For information on availabilities and on KYW's exceptional program-building ability, check Harvey McCall at KYW, or Free & Peters.

KYW

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV

National Representatives: Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Milestones

► Walter Haase, station manager of WDRC Hartford, Conn., observed his 25th anniversary with station during July. Mr. Haase became associated with WDRC in 1924 and has held every job in station's operation from announcer, control operator, disc jockey, up to chief announcer and station manager. Stanley Peer, control room operator for WDRC, is celebrating his eighth anniversary with station. Mr. Peer joined station in 1941 and served with Coast Guard for four years during war.

► Molly Picon, Yiddish comedienne, in celebration of 18 consecutive years of sponsorship by General Foods Corp., New York, is continuing her WEVD New York program throughout the summer. Miss Picon is heard Mon.-Fri., 12 noon to 12:15 p.m. Agencies are Benton & Bowles Inc., Young & Rubicam Inc.; show is produced by Joseph Jacobs Inc., all New York.

► Salt Lake Tabernacle Choir July 17 marked its 20th anniversary of network broadcasting on CBS, and is the network's oldest sustaining series. Choir, aired Sunday, 11:30-12 noon, originates through facilities of KSL Salt Lake City, and has been heard every week since July 15, 1929, for a total of 1,040 broadcasts.

► *Colonial Showboat*, musical program aired on WRDW Augusta, Ga., has celebrated its fifth year on air for same sponsor, Colonial Baking Co.

► American Forces Network has celebrated its sixth anniversary. Making its debut in the midst of hostilities with five 50 w transmitters on the air four and one-half hours daily, AFN today has two 100 kw transmitters, 53 separate outlets, and broadcasts 18 hours per day.

► *Uncle Ben's Funny Paper Hour*, Sunday morning feature on WKY Oklahoma City, has been on the air for 19 years. One original cast member, Muir Hite, is still on show doing male characterizations.

► Ronald Dawson, character actor and veteran of stage, slide films, television and radio, began his career in radio 22 years ago this month.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas
WSAZ-TV	Huntington, W. Va.

Open Mike

(Continued from page 17)

wide-spread coverage desired by the university."

Radio under the present arrangement pays many schools for so-called "rights." In many cases this payment is made for the right to keep others from broadcasting.

In the Minnesota case the right is not exclusive, but we now see from Mr. Drake's letter that what the university wants is advertising.

Radio is not only proposing to give the university free advertising but it is prepared according to Mr. Drake to pay for the privilege of giving that free advertising.

What is more preposterous than this? Where is radio's courage to demand freedom?

TV is having a terrible time meeting its overhead. If all of the payments that are now being made for exclusive rights to monopolize athletic events were discontinued, the television industry would be out of the red. We're all faced with this problem. How long are we going to be simple enough to pay for the privilege of giving something away?

Rogan Jones
President & Manager
KVOS Bellingham, Wash.

* * *

Re: Talking Mike

EDITOR BROADCASTING:

Sorry but I hadn't seen KDKA's 1948 story.

All honors to KDKA's earlier talking mike even though it was wireless instead of wired.

WSM engineers say they will accept the challenge from the engineers of KDKA but would never consider using anything so old fashioned as "electronic pistols at 20 paces." Our men say they will be glad to duel, however, with radar bounced off the moon.

Tom Stewart
Publicity Director
WSM Nashville, Tenn.

Radio Helps Quail

HERE'S another use for radio as reported by F. E. Lackey of WHOP Hopkinsville, Ky.

It seems the Kentucky Fish and Game Commission sent Mr. and Mrs. Herbert King some 900 baby quail to be raised for a sportsmen's organization. The big problem was getting them to eat. It looked as if they would die of hunger. Then it was noticed that when people were in the building talking, the birds would quiet down and peck a little. But without the talk, eating would stop. The Kings hit on the idea of placing a radio with them. How did it work? Well, the quail thrived on music, sports, news and commercials, 24 hours a day. Now, six years later, over 800 healthy birds are ready to be released.

Whadduyuh mean, first?

It's a good question. A radio station can be first with all kinds of people:

It can be first with left-handed schoolteachers, or seven-foot motormen, or women having their hair done, or men with one foot on a brass rail.

So what?

So this: ask Mr. Hooper who's first in Baltimore—in the departments that count. Such as: WFBR: First in morning audience. WFBR: First in afternoon audience. And in the three-ring, all-star sweepstakes department—WFBR: FIRST IN TOTAL RATED PERIODS!* Plus: something no other Baltimore station can even approach—a listener loyalty factor, represented by over 100,000 people who come to WFBR to see a broadcast every 365 days!

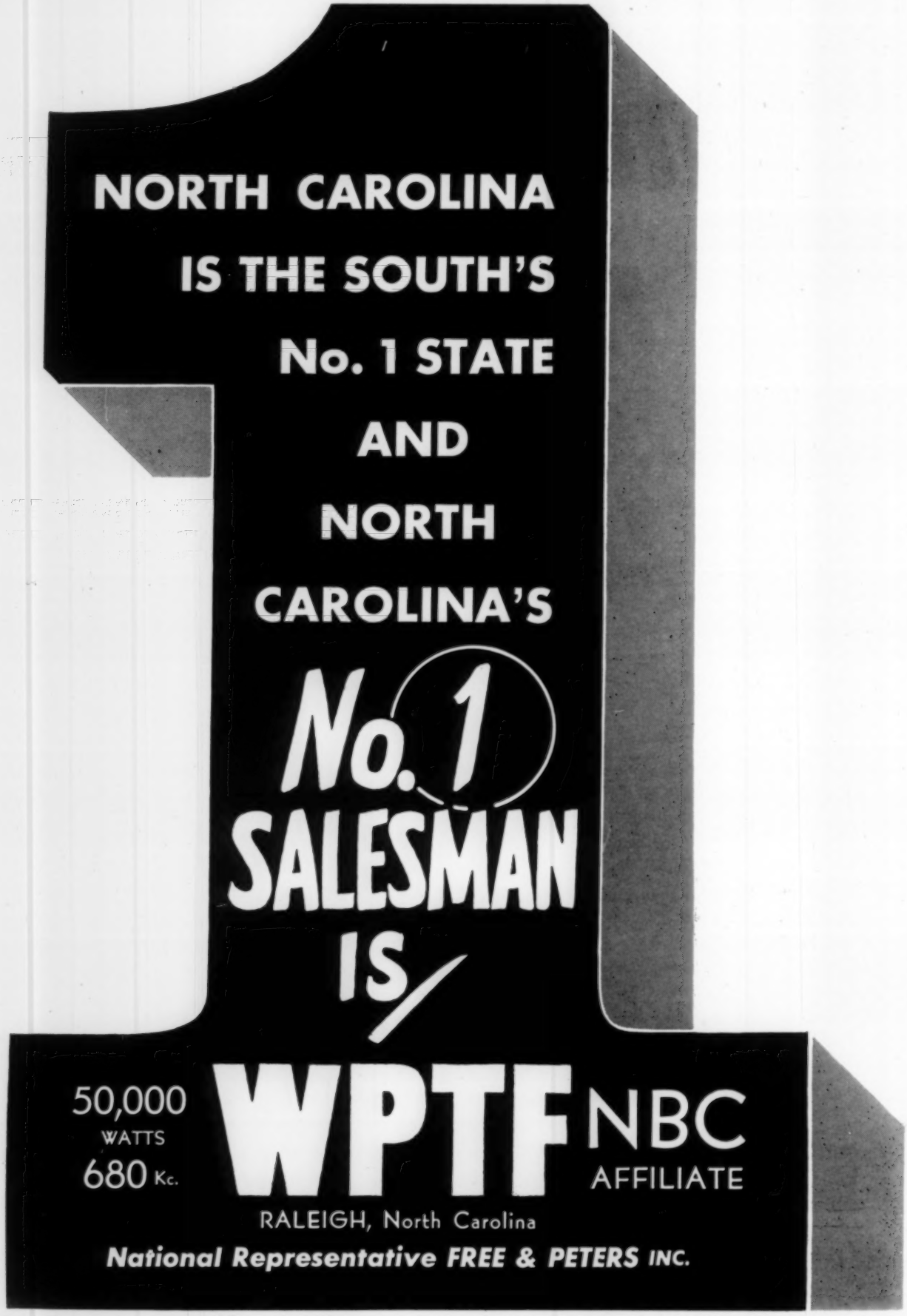
Private memo to timebuyers: Fall is just around the corner. In Baltimore, if you want to be first—you need

AM **WFBR** FM

**May-June Hooper Report*

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 37, No. 5 WASHINGTON, D. C., AUGUST 1, 1949 $7.00 A YEAR—25c A COPY

'WET' RADIO

Johnson Blasts, CBS Spurns, But Move Gains Force

LEADERS of the Congressional "dry" contingent moved rapidly last week in an effort to block what appeared to be a surging movement threatening radio's historic ban on liquor advertising [BROADCASTING, July 25].

With three networks first and then independent stations weighing the pros and cons of entry into this vast new revenue field, one of Capitol Hill's most potent anti-liquor crusaders — Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee—launched a counter-offensive on two fronts.

Warning that if the radio industry persists it will get an advertising dry law for its pains, Sen. Johnson called upon the Internal Revenue Bureau's Alcohol Tax Unit to use "moral suasion" on the liquor interests, and upon FCC to make clear that use of liquor advertising will haunt a station at license renewal time.

The whole issue was explored at various levels, with the added developments:

● Schenley Distillers Inc., prime mover behind negotiations for purchase of radio and TV time, announced studies are being conducted presently with independent stations as well as networks looking toward an AM-TV advertising schedule this fall or winter.

● Biow Co., New York, agency for the distillers, queried all station representatives in New York for availabilities on stations throughout the country.

● CBS definitely turned thumbs down on liquor advertising on its network, but it was still considering possible experimentation on "one or more CBS-owned stations."

● NBC reported no change from last week and still awaited word from Schenley's: ABC said it was still studying the situation; and individual stations were generally silent pending consideration of local factors and clearance of legal aspects.

● NAB President Justin Miller said network acceptance of liquor advertising may stir complaints, controversy and "repressive legislation," but cited wide feeling for its acceptance as long as newspapers and magazines have lead the way. He felt its introduction might lead to "another noble experiment."

● Distilled Spirits Institute, of which Schenley's is not a member, felt the move would prove "bad" for the radio industry and expressed itself in agreement with Sen. Johnson's stand.

Howard Jones, executive secretary of the Institute, recalled its voluntary ban on liquor advertising on both radio and television and said the Institute is pledged to a host of other limitations covering Sunday newspapers and religious periodicals, and use of women in ads. He declined to give figures on membership but said the Institute represented about 70% of all distilled spirits sales.

What additional revenue the acceptance of liquor ads could mean to the broadcasting industry was a matter of speculation. The figure presumably would run into millions of dollars, judging from distillers' funds allotted for newspaper and magazine advertising. A number of firms allocate from $1 million to a top of $10 million to black-and-white space. Schenley Industries, which turns out whiskey, brandy, gin, wine and beer products, alone parcels out over $8 million yearly on printed media.

Most liquor companies and their agencies are abiding by the Distilled Spirits Institute rule. However, a few are definitely interested in radio but "are playing it safe" and waiting to see what the reaction of the Schenley bid for radio time will bring.

Philip Lukin, account executive of National Distillers Products Corp. for Lawrence Fertig Adv. Agency, said that "National Distillers would observe the industry agreement for not using radio and we are not considering any change of policy."

William T. Oakie, account executive of Canada Dry (Johnny Walker Scotch) for J. M. Mathes Inc., told BROADCASTING that "the prestige of the Canada Dry line has been built up through color and national magazines and at the present time there is no need for basic shift in strategy. But the possibility of liquor getting into radio is an interesting one and we are open-minded about it."

Fleischmann Cautious

A spokesmen at the Ted Bates Agency, which handles the Fleischmann Distilling Co. account, said the firm was a very cautious and conservative one and would not use radio for the time being.

An executive at the Lawrence Gumbinner firm who services G. F. Heublein & Bro. (Bells Scotch Whiskey) explained that they are definitely interested in using radio but have no program schedule worked out.

Other major distillers queried simply replied "no comment" on the issue.

Aside from the traditional radio ban and voluntary compliance by the distillers, it also was pointed out that liquor ads would fall under the sharp eye of the Alcohol Tax Unit, which administers provisions of the Federal Alcohol Administration Act.

Specifically, this would directly affect radio advertising with respect to the type of format used. Under its provisions institutional advertising might be rejected since Tax Unit laws ordinarily require the name and address of manufacturers in all advertising involving interstate commerce, it was pointed out. Additionally, 13 states have statutes forbidding liquor ads on the air.

The Schenley announcement, made by S. D. Hesse, advertising coordinator, stated that results so far, including reaction of individual stations, "not only warrant continued inquiry, but immediate submission of contracts to stations and networks." Program types under consideration are newscasts, spot announcements and musical entertainment, he said.

Pointing out that many companies have used wine and beer advertising through the years, Mr. Hesse observed: "Nationwide re-

(Continued on page 32)

HR&P NAMED

To Represent WTMJ-TV, WBEN-TV

APPOINTMENT of Harrington, Righter & Parsons Inc., New York, to represent exclusively two more television stations was announced last week.

Announcement came jointly from Walter J. Damm, vice president and general manager of radio for the Journal Co., owner of WTMJ-TV Milwaukee, and A. H. Kirchhofer, vice president of WBEN Inc., owner of WBEN-TV Buffalo.

The new representation firm, formed six months ago, now represents a total of three newspaper-owned television stations. The other station in the group is the new WFMY-TV Greensboro, N. C., owned by the Greensboro News Co. It is expected that several additional television stations shortly will announce appointment of the Harrington firm.

Messrs. Kirchhofer and Damm authorized the following statement in conjunction with the appointment:

"The future and problems of television make it highly desirable to utilize the service and sales efforts of a representative engaged exclusively in television promotion.

"In the case of both stations, WBEN-TV and WTMJ-TV, this already has been proven. That is why we have appointed Harrington, Righter & Parsons Inc. as our national advertising representative.

"With the fine radio background and high standing in the business the partners are well equipped to give clients and agencies the kind of specialized service required by this dynamic medium. Television must blaze new paths. This is one of them."

Nicholas J. Malter is in charge of television sales at WBEN-TV. At WTMJ-TV television sales are headed by Russell G. Winnie, station manager.

Harrington, Righter & Parsons is planning to expand its facilities in the near future. Firm has contracted for additional office space in Chicago in the Tribune Tower. The manager of the Chicago office has not yet been announced.

XUM

DAVISON NAMED

Directs Lang-Worth on West Coast

WALTER B. DAVISON, former general manager of Capitol Transcriptions, has been appointed director of West Coast operations for Lang-Worth Feature Programs Inc., New York, effective today (Aug. 1), C. O. (Cy) Langlois, Lang-Worth president, has announced. Appointment is made preparatory to the debut of the new Lang-Worth Transcription Library, "which will introduce to the radio industry a revolutionary development in this field," Mr. Langlois said.

Mr. Davison, a veteran of 15 years in the radio and recording fields, began his career as a page-boy apprentice at NBC. Prior to joining Capitol, an operation which he directed from its inception in 1946, Mr. Davison served as sales manager for the radio-recording division of NBC. In establishing the Lang-Worth branch offices on the West Coast, he returns to home base, where at one time he headed the sales staffs of KGO San Francisco and KMPC Los Angeles. Mr. Davison will leave for the Coast within the month.

In making the announcement Mr. Langlois stated: ". . . Mr. Davison will be in complete charge of Lang-Worth's West Coast recording and pressing plants, which are expected to be in full operation by next spring. During the interim, he will devote his entire time to procuring new Hollywood talent for the Lang-Worth Library, and exposing to West Coast advertising agencies our plan to increase local station revenue through the commercial use of the Lang-Worth Program Service."

Mr. DAVISON

* * *

Mr. Langlois says the new Lang-Worth Transcription Library received 783 favorable replies when samples were sent to 900 radio engineers after the new discs were shown at the NAB convention. They are 8-inch instead of 16-inch, are not fine line and use ordinary equipment. They have the composite groove which NAB sought for recording standards and are "unique and basic," he said.

He has applied for patents on the development covering recording, processing and pressing in two ways.

The library, Mr. Langlois said, is based on the idea that with TV taking national network business away from radio something should be done to build up local business from national advertisers and agencies. Therefore, he has aimed an advertising campaign at agencies and expanded his sales force who have been selling L-W library programs to agencies for use locally.

Lang-Worth is now reported testing pressings in a new Long Island City plant which will be in full operation by Aug. 15 and expects to open another plant in Hollywood next spring.

Mr. Langlois says another addition to Lang-Worth sales staff is Bill Young, formerly with NBC and Capitol Transcriptions [BROADCASTING, July 18], who will operate out of the New York offices.

Colgate Sales Drop

COLGATE-Palmolive-Peet Co., one of radio's biggest advertisers, recorded $8,157,715 less sales during the first half of this year compared with the same 1948 period. Price reductions were said to be main factor in the dip. World-wide sales for the first half of 1949 were $146,865,895 as compared with $151,957,927 in 1948. Domestic sales were $103,640,582 compared with $111,798,297.

L. F. ERIKSON

Quits K&E Post Aug. 15

LEONARD F. ERIKSON, vice president and radio director of Kenyon & Eckhardt, New York, has resigned effective Aug. 15.

Mr. Erikson

Mr. Erikson supervised the radio and television version of the *Ford Theatre* at K & E. Prior to his association with the latter agency he was with BBDO as business manager and account executive on U. S. Steel. Before that he was with CBS as general sales manager in New York and western sales manager in Chicago.

It was understood that Mr. Erikson's new position will be revealed within a fortnight.

Meanwhile BROADCASTING also learned that Mr. Erikson's successor at K & E will probably be named from within the organization.

BMB STUDY

39,281,230 Radio Families Shown in New Report

THERE are presently 39,281,230 radio families in the United States, according to *Radio Families USA—1949* published last week by Broadcast Measurement Bureau. This total, an increase of 1,658,230 over the 1948 report, means that 94.2% of the nation's homes are equipped with at least one radio receiver in working order, BMB noted.

A successor to a similar study made last year, the 1949 volume reports on total families, radio families and the percentage of radio to total families, for all U. S. counties and almost 1,500 cities. Covering all communities with radio stations and all others with 10,000 population or more outside metropolitan areas, or 25,000 or more inside metropolitan areas, the new study includes 65 more cities than last year's report.

Priced at $5, the volume is being offered to advertisers, agencies and broadcasters at "a special introductory price of $3.50 for the first copy." Kenneth H. Baker, acting president of BMB, said that the bureau had not originally planned to publish such a report this year and had not included it in the BMB budget, hence the need to charge for it.

There are 601 subscribers to BMB's second nationwide study of American radio audiences, Mr. Baker reported Thursday. Noting that this figure is somewhat less than those heretofore announced, he explained that it includes signed contracts only, and does not include FM outlets of AM subscribers.

Non-Subscriber Data

The new study, which will be distributed this fall, will for the first time make data on non-subscriber stations available to and through subscribers, Dr. Baker said. He explained: "This simply means that any subscriber may obtain information concerning any non-subscriber so long as the non-subscriber's station signal shows a measurable audience of one or more counties in the subscriber's BMB area. Agencies and others interested in obtaining the coverage data of non-subscriber stations may do so through subscribers."

R. M. McGREDY

Named to BAB Post

ROBERT M. McGREDY, sales manager of WPAT Paterson, N. J., since January of this year, joins BAB today (Aug. 1) as an assistant director. He will be assigned to the national spot field and will also be responsible for spearheading BAB activities in certain chain store fields.

Entering advertising in 1936 with Richard & Co., New York agency, Mr. McGredy worked for Barron G. Collier Inc. in Wilmington and Harrisburg and then the *Washington Post*, where his service was interrupted by three years of wartime duty with the Navy. In the spring of 1946 he joined WTOP Washington, becoming sales manager of that station early in 1948 and joining WPAT early this year.

In announcing the addition of Mr. McGredy to his staff, Maurice B. Mitchell, BAB director, said he hopes to add one more member, a specialist in the field of retailing, by the end of August, to complete the BAB line-up, which already includes Lee Hart and Charles Batson. Mr. Batson is currently assigned to television, Mr. Mitchell said, and is studying the rate cards of TV stations and asking video broadcasters how BAB can best help them in promoting advertising.

Drawn for BROADCASTING by Sid Hix

"Bascomb, are you absolutely sure this will be legal?"

RADIO'S INCOME

'48 All Time High

BROADCASTING'S balance sheet for 1948 was reported officially by the Department of Commerce last week, showing a net income after taxes of $37,000,000, the highest in its history. Income after taxes in 1947 was $33,000,000.

These figures include both radio and television.

The industry's contribution to the total national income—or the net value of its services in 1948—was estimated to be $251,000,000 by the Department of Commerce. In 1942 the figure was $101,000,000, and in 1947, $229,000,000.

Broadcasting paid out $25,000,000 in federal and state income taxes in 1948, just $2,000,000 more than in the previous year, and far below the payments of $47,000,000 in 1945 when excess profits taxes were in effect.

Of the $37,000,000 profit, the industry paid out an estimated $12,000,000 in dividends, about one-third of all income after taxes. Dividends in 1947 were higher by $2,000,000, and the difference is probably due in part to the costs of television installation which have eaten into the surplus available for the stockholders.

After dividends and taxes, the final undistributed income for the industry is $25,000,000 which is a record for broadcasting. In 1947 the undistributed profits were $19,000,000, and in 1942, just $5,000,000.

The Commerce Department estimates that the radio and television broadcasting employed 46,000 persons in 1948 full-time and 51,000 including part-time employes.

Average annual wages in radio and television are among the highest of any industry in the United States. The average full time worker was paid $3,978, according to the estimates by the Department of Commerce. This is only a shade below the average annual salary in water transportation business, which was the industry with the highest average wage in 1947.

Although broadcasting was second ranking, its annual wage dropped slightly from the peak of $4,075 in 1947.

The average wage for all industries per full time worker is $2,813—a figure more than 25% below the average salary in the broadcasting business.

Total wages and salaries in radio and TV for the year amounted to $183,000,000, the highest on record. In the previous year the figure was $167,000,000. By contrast in 1942, total wages and salaries were $72,000,000.

Corporate sales of the radio and television business amounted to $343,000,000—$16,000,000 above the previous year, and nearly double the total sales in 1942.

Figures were reported in the "national income" issue of *The Survey of Current Business*, July 1949.

McFARLAND BILL

May Come Up This Week

SENATE consideration of the McFarland Bill (S 1973) to reorganize FCC procedures is tentatively slated for early this week, with supporters of the measure optimistic for its passage.

The bill was on the consent calendar but was not reached in a lengthy night session last Tuesday. It appeared certain to be called when the calendar is taken up again, probably today (Monday) or tomorrow. Objection to consideration would cause the measure to be passed over until later, but it was understood to have cleared the hurdle of Senate leadership approval in that respect.

In the House, Chairman George Sadowski (D-Mich.) of the Interstate Commerce Communications Subcommittee reportedly is not disposed to call for hearings or delay the bill unless controversial developments arise. It was designed by its author, Sen. E. W. McFarland (D-Ariz.), and approved by the Senate committee as a non-policy, non-controversial measure to expedite and improve FCC operations.

It would set a three-month time limit for FCC action on non-hearing broadcast applications and call for action on hearing cases within six months from completion of the hearing; reorganize the FCC staff along functional lines; raise Commissioners' salaries from $10,000 a year to $15,000 and boost the pay of top staff executives; eliminate the "double jeopardy" provisions of the anti-trust section; specify a complete separation of prosecutory and quasi-judicial functions, and realign FCC's hearing and appellate procedures [BROADCASTING, July 25].

PACIFIC GRID

Radio Rights To Tidewater

TIDEWATER-ASSOCIATED Oil Co. has obtained exclusive radio broadcast rights to the 1949 football games of the Pacific Coast Conference, P. E. Allan, vice president, has announced. This will be the 24th consecutive year the oil company has sponsored western football on radio.

Mr. Allan announced that in addition to the PCC schools, exclusive rights have been obtained for the games of seven other leading colleges and universities in California, Oregon, Utah and Nevada. Harold R. Deal, advertising and sales promotion manager for Tidewater-Associated and director of the company's broadcast program, announced the first game will be heard on Sept. 17.

FCC ACTIONS

GRANTS for four new AM outlets were authorized by FCC last week and an initial decision proposes grant of another. One existing outlet received improved facilities. Six stations received transfer grants. One AM and three FM permits were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 79.

GEN. FLOYD PARKS

Heads Military Information

NATIONAL Military Establishment last week announced the appointment of Maj. Gen. Floyd L. Parks, former deputy commander for the Army in the Pacific, as chief of Army Public Information Div. He succeeds the late Maj. Gen. Vernon E. Pritchard, who died in an explosion on the Potomac River July 10.

Gen. Parks

Simultaneously, the Army Dept. announced the appointment of Lieut. Gen. Raymond S. McLain, chief of information, as Army comptroller effective today (Aug. 1). No successor will be named to Gen. McLain, it was said, pending further study with a view to consolidation of the office of Chief of Information and that of the Chief, Public Information Div.

RCA REPORTS

Income Up in First Half of 1949

RCA and its domestic subsidiaries have reported increases in second quarter gross income and in gross income for the first six months of the year over the corresponding periods in 1948. RCA net profits, however, were off and earnings per share were off.

During 1949's first half, RCA gross income was $187,257,987 compared with $176,079,713 last year. Its second quarter gross income was $94,930,159 compared to $88,026,415 last year.

Net profit for the first six months was $10,122,049 compared to $10,850,288 last year. Net profit for the second quarter was $4,189,965 against $5,085,790 a year ago. Earnings per share for the first six months were $.616 as against $.668 last year.

The statements:

RCA AND DOMESTIC SUBSIDIARIES
Consolidated Statement of Income
For the Six Months Ended June 30

	1949	1948
GROSS INCOME		
From operations	$186,678,346	$175,595,763
Other income including interest and dividends from other investments	379,641	283,950
Dividends from wholly-owned foreign subsidiaries	200,000	200,000
Total gross income from all sources	187,257,987	176,079,713
DEDUCT		
Cost of goods sold, operating, development, selling and administrative expenses	166,113,296	154,569,290
Depreciation	2,964,339	2,426,848
Amortization of patents and patent rights	750,000	700,000
Interest	447,303	281,287
Total deductions	170,274,938	157,977,425
Balance before provision for federal income taxes	16,983,049	18,102,288
DEDUCT		
Provision for federal income Taxes	6,861,000	7,252,000
Net profit for the six months	10,122,049	10,850,288
Preferred dividend	1,576,400	1,576,400
Balance for common stock	8,545,649	9,273,888
Earnings per share on common (13,881,016 shares)	.616	.668

For the Quarter Ended June 30	1949	1948
GROSS INCOME		
From operations	$94,663,641	$87,700,703
Other income, including interest and dividends from other investments	266,518	125,712
Dividends from wholly-owned foreign subsidiaries		200,000
Total gross income from all sources	94,930,159	88,026,415
DEDUCT		
Cost of goods sold, operating, development, selling and administrative expenses	85,612,765	77,830,578
Depreciation	1,516,988	1,229,678
Amortization of patents and patent rights	375,000	353,200
Interest	246,441	142,169
Total deductions	87,751,195	79,555,625
Balance before provision for federal income taxes	7,178,965	8,470,790
DEDUCT		
Provision for federal income taxes	2,989,000	3,385,000
Net profit for the quarter	4,189,965	5,085,790
Preferred dividend	788,200	788,200
Balance for common stock	3,401,765	4,297,590
Earnings per share on common (13,881,016 shares)	.245	.310

XUM

NAB REVAMPING

Miller Reports Progress

HOPE that the new head of NAB's video division may be chosen by the end of this week and on the job by Sept. 1 was expressed Thursday by Justin Miller, NAB president, at an "open house" news conference in New York. Session was devoted largely to an informal discussion of the recent reorganization of the broadcasters trade association [BROADCASTING, July 18, 25].

Judge Miller said he has already interviewed six or eight candidates for the TV post, adding that he would like to get the selection settled before Friday, when he is to leave his Washington headquarters for a vacation at his California home. Following that, he will take to the road for the circuit of fall NAB district meetings and he does not expect to return to Washington for about four months from now.

The NAB video director will make his headquarters at NAB in Washington, Judge Miller said, but will undoubtedly spend a lot of time in New York and some in Hollywood, Chicago and other TV centers. Asked about a possible merger of NAB with TBA, he stated that NAB expects to handle television as it has FM, as a service organization and with proportionate representation on the NAB board, but not to promote TV in competition to audio broadcasting. NAB can work with TBA much as it has done with FMA, he said, noting that as long as the TV broadcasters feel the need of a promotional organization there will be a place for such a body as TBA.

Questioned about BAB, Judge Miller said that every effort was being made to separate this new bureau from NAB as swiftly as possible. He pointed out that its aims and operations differ from those of NAB and that it should have its own independent operating set-up. For example, he said, station representatives may join NAB only as associate members, whereas they might well become active members of BAB.

Maurice B. Mitchell, BAB director, said the original estimate that it would take a year to complete the separation of BAB from NAB might be beaten by as much as 50%. He reported that more than 100 orders have been received for prints of the slide film "How To Turn People Into Customers" [BROADCASTING, July 18] and that 95% of the orders had checks attached. BAB is now preparing a brochure for use of FM broadcasters, who are providing data on commercial results obtained from advertising exclusively on FM.

BMB is in much the same situation as BAB, Judge Miller said. Noting that the three sponsoring organizations of BMB—ANA, AAAA and NAB—have all appointed committees to study BMB and determine what type of organization should replace the present one, he expressed the personal belief that it should be an organization like BMI and the proposed BAB.

Much of the trouble that has beset BMB, the Judge said, has stemmed from the fact that its policies were largely set by NAB, two-thirds of whose membership are not BMB subscribers. To be successful, he commented, an organization should be governed by those most interested in its service. He contrasted the smooth operation of BMI with the stormy history of BMB in expressing the hope that it might be reorganized as an independent corporation with agencies, advertisers and independent broadcasters as stockholders.

DISCUSSING increased Transit Radio representation by Taylor-Borroff are Mr. Pellegrin (l) and E. R. Borroff, president of the national representative firm.

* * *

TAYLOR-BORROFF

Named for Regions by TR

TAYLOR-BORROFF, Chicago station representative firm, will handle Transit Radio sales in the South and Southwest, Frank E. Pellegrin, TR vice president in charge of sales, announced in Chicago last week. Area includes that now serviced by Taylor-Borroff's Atlanta and Dallas offices.

Move was prompted by current operation of Transit Radio in 15 cities and by the number of stations "actively negotiating for franchises," Mr. Pellegrin said. "A growing list of national advertisers and markets made it impossible for us to cover the country adequately with our present staff," he added. Mr. Pellegrin shifts to New York from Chicago Aug. 8 to set-up national sales headquarters there [BROADCASTING, July 25]. Clyde Melville manages Taylor-Borroff's Dallas office, while Tony West handles the Atlanta division.

Football Sponsors

NATIONAL Professional League football championship game Dec. 18 will be aired by ABC radio and video under shared sponsorship of General Mills, Minneapolis, and Wilson Sporting Goods Co., Chicago. The General Mills sponsorship, placed through Knox-Reeves, Minneapolis, is expected to be for Wheaties. Wilson's agency is Ewell & Thurber, Chicago.

RWG MAY REVISE

Freelance and Net Wages

RADIO WRITERS Guild is giving considerable thought to the revision of wages and fees paid to its freelancers and network staffers.

Already at work is a committee exploring policy for network and agency freelance writers. These scripters are covered by separate contracts but each agreement has the same fee scale and each provides for reopening Nov. 16 at the request of either party.

It is believed certain that the RWG will tell the networks and agencies of its intention to reopen wages Sept. 1, the date set for such notice. The contracts also provide that any agreement finally reached be effective or retroactive to Nov. 16, as the case may be.

Since the minimum fees set forth in the contracts are for the most part less than those already paid the freelancers, it is expected RWG will not be reticent in its demands.

Within a month or six weeks, too, RWG expects to reopen its 15 months contracts with ABC, CBS and NBC covering staff writers. These agreements, involving about 75 news and continuity writers, all expire on the same date, Sept. 30. A committee to formulate demands for these writers is expected to meet this week.

At present, the network staff contracts call for separate scales for news writers and continuity writers, as follows:

News writers—$86.54 weekly for first eight months; $92.30 second eight months; $98.08 third eight months; $103.85 thereafter.

Continuity writers—$68.75 for juniors (less than one year experience); $101.75 for senior writers.

NONAFFILIATES

NAB Executive Committee Meets

A FIRM belief that sound broadcasting and television must continue to earn their way as advertising media by "constructive and positive action" and that the two must "bury the hatchet" furnished the keynote for NAB's Unaffiliated Stations Executive Committee's two-day meeting in Washington last week.

The group, first of NAB's committees to meet after its board of directors had dictated a thorough realignment of the association [BROADCASTING, July 18], took action along several lines during its Monday and Tuesday sessions. Among other things, the Committee:

● Heard Albert Sindlinger, co-inventor with Harold Reiss of Radox, speak on his radio measurement system and arranged for continuing audience studies by Mr. Sindlinger and Dr. Sydney Roslow, director of The Pulse Inc.

● Expressed conviction that reorganization of NAB is a "milestone" calling for harmony among AM-FM-TV industry factions.

● Appointed a subcommittee to study foreign language broadcasting, and generally, set in motion increased programming activity.

● Voted to launch a study of sports broadcasts, a series of public interest announcements and a series of disc-jockey continuities for distribution to independent stations.

● Endorsed consideration of legislation which would repeal luxury and certain other taxes affecting the flow of merchandise.

Mr. Sindlinger, who has been conducting studies in Philadelphia, home of Sindlinger & Co., was asked by the committee to make a full exposition of his method at the unaffiliated stations session of NAB's 1950 convention in Chicago. Simultaneously the committee, under the chairmanship of Ted Cott, WNEW New York, announced that a special study of radio listening outside the home also will be undertaken by Dr. Roslow, who also is expected to report at the convention on the unmeasured audience.

Mr. Sindlinger's appearance was accepted as a pointed indication of growing disfavor among independent stations with the more prominent Hooper and Nielsen surveys which, they charge, tend to distort the true picture of independent listening while overplaying the importance of network listening habits.

With respect to harmony among AM-FM-TV broadcasters, the committee noted:

"The time has come for the components of the broadcasting industry, AM, TV and FM, to bury the hatchet and take out its constructive tools from their hiding places. Attacks by one segment of broadcasting on others is not only bad taste but bad salesmanship. Each of these forms of broadcasting, as a public interest and advertising medium, has its place and must continue to earn its way by constructive and positive action, rather than destructive and negative selling tactics.

"It is evident that each element supplements the other and can exist most succesfully without destroying those engaged in the art . . ."

The committee felt that realignment of NAB constituted a "milestone and a point at which the cementing of factors of the industry should take place and

(Continued on page 42)

XUM

RICHARDS

Hearing Planned on Trusteeship, Renewal

FCC REVIVED its investigation of the news policies of G. A. Richards last week, calling for a consolidated hearing on his trusteeship plan for his three stations and on the renewal application of one of them, WGAR Cleveland.

The hearing would replace the one called last fall but subsequently "postponed indefinitely" to permit Mr. Richards to submit the trusteeship proposal covering his stock in all three stations: WGAR, WJR Detroit and KMPC Los Angeles [BROADCASTING, April 25]. But it goes farther, putting WGAR's license renewal and the three-station trustee plan at stake.

There was a likelihood that the renewals of the two other Richards stations would be brought into the same proceeding. The KMPC and WJR licenses expire Nov. 1 and their renewal applications, under FCC rules, must be filed by Sept. 1. There seemed no chance that the Commission could get its hearing under way by that time. No date was set.

Nor did the order designate a hearing officer. Comr. E. M. Webster had been slated to conduct the earlier proceeding. Failure to redesignate him indicated to observers that the Commission now is inclined to assign the case to one of its hearing examiners.

If the Commission follows its general policy on renewal hearings, at least a portion of the testimony would be taken in Cleveland. Generally, it was felt the plan originally evolved in this respect would be followed, with hearings in each of the cities where Richards stations are located.

At any rate, it seemed certain that FCC planned to hold a portion of the hearing in Los Angeles, where the news slanting charges originated.

Filed by News Club

They were filed by the Radio News Club of Hollywood, which accused Mr. Richards of ordering KMPC staff members to slant news against members of the late President Roosevelt's family, certain minority groups and communists [BROADCASTING, March 8, 29, 1948]. The complaint was based on allegations of Clete Roberts, George Lewin and Maurie Starrels, former KMPC newsmen. The American Jewish Congress also petitioned for revocation of KMPC's license.

Counsel for Mr. Richards offered no comment on FCC's new call for hearing, pending further study.

In the earlier proceeding when hearing was slated to start last March, Mr. Richards sought to appear personally before the Commission in Washington and thus perhaps eliminate the need for the formal session scheduled in Los Angeles. He conceded that "portions" of the charges were true, but explained that the confinement from his 11-year illness of coronary thrombosis made him "impatient and impulsive" at times, that his station officials knew he meant for his instructions to be followed only when they conformed to good taste and impartiality and that no "slanting" ever actually occurred on his stations.

FCC refused his request, but subsequently postponed the hearing "indefinitely" on representations of former Sen. Burton K. Wheeler, now one of Mr. Richards' attorneys, that Mr. Richards had long wanted to retire when he reached the age of 60 in March; that his doctors feared the hearing might cost him his life, and that a trusteeship proposal would be submitted. FCC said then that it would decide after studying the trust agreement whether it should be consolidated for hearing with the investigation of news policies.

The trusteeship proposal was filed in mid-April providing for Mr. Richards' resignation as an officer and director and for transfer of his stock to three trustees. He owns 71.64% of WGAR and 64.8% of KMPC; he owns only 28.66% of WJR, but he and his wife together have 62.39%. Only his own interests would be transferred.

The trustees would be Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Div.

In its issues for the hearing FCC evidenced concern over "the rights, if any," which Mr. Richards would retain, particularly with respect to revocation of the trust and removal of trustees and in relation to FCC rules against transfers where, as part of the consideration, the transferor reserves a right of reversion of the license or a right to use the facilities of the station.

Effective 'Til Death

(The trust agreement by its terms would terminate upon Mr. Richards' death but not prior to that time except with FCC approval. There is no provision with respect to removal of trustees, but it is provided that if any resign their successors shall be named by Mr. Richards and FCC shall be notified.)

FCC also questioned whether Mr. Richards would retain any influence over policies and operations, and whether he would vote any stock that is not transferred.

Text of the issues set by FCC for the hearing on the trusteeship plan:

1. To determine the extent, if any, that G. A. Richards issued instructions or directives to officers or employes of said licensees—

(a) To present news broadcasts in a manner designed to give a biased or a one-sided presentation of the news;

(b) To broadcast as news, items which were not known to have any basis in fact concerning particular issues or persons;

(c) To broadcast editorials of daily newspapers as news items without identification of such editorials as such;

(d) To discriminate in news and other programs in favor of particular political causes, groups or candidates as against the interests of other political causes, groups or candidates;

(e) To discriminate in any manner in the programming of stations KMPC, WJR and WGAR, in favor of the private, political, social and economic views and interests of G. A. Richards.

2. To determine the extent, if any, officers or employes refused to carry out instructions or directives, if any, of the nature specified in Issue No. 1, and what disciplinary action, if any, was taken or caused to be taken by G. A. Richards against any officers or employes who may have refused to carry out such instructions and directives.

3. To determine the extent, if any, the facilities of said stations, or any of them, have been used to carry out said instructions or directives.

4. To determine, in the light of the information adduced pursuant to issues 1, 2 and 3 above, whether the licensee corporations are qualified to continue as licensees of stations KMPC, WJR and WGAR.

5. To determine the nature of the rights, if any, which are expressly or impliedly retained by Mr. Richards, under the trust indenture submitted with the applications, particularly with respect to the termination or revocation of the trust, the removal of any or all of the trustees, or to exercise control over, or influence in any manner, any of the policies or operations of the licensees of stations KMPC, WJR and WGAR and the applicability of the provisions of Secs. 3.109 and 3.241 [of the Rules] in the light of the retention of any such rights.

6. To determine the extent, if any, after effectuation of the proposed transfers, Mr. Richards would exercise actual control over, or influence in any manner, any of the policies or operations of the licensees of stations KMPC, WJR and WGAR.

7. To determine what arrangements,

(Continued on page 42)

HOGAN

Leaves Management of WQXR

JOHN V. L. HOGAN has withdrawn from active participation in the management of WQXR New York, which he launched 15 years ago as the first station to specialize in the broadcasting of "good' music, to concentrate his efforts on facsimile.

"I've done all I can do at WQXR," Mr. Hogan told BROADCASTING in an exclusive interview. "I've met all the criticisms we had when we first started that station. Facsimile broadcasting is just now at the breaking point and it needs all the attention I can give it, so for the immediate future I'm going to put in full time at the lab."

The "lab" is the factory and workshop of Radio Inventions Inc., holding company established some years ago by Mr. Hogan for his numerous inventions in facsimile and other electronic fields. Mr. Hogan will move his office to the building in downtown New York during the coming month, he said. He added that the company will probably be rechristened with a name more descriptive of its new activities.

Arthur Hays Sulzberger, publisher of the *New York Times*, succeeds Mr. Hogan as president of Interstate Broadcasting Co., operator of WQXR and WQXR-FM, which the *Times* purchased from Mr. Hogan in 1944. At that time, Mr. Hogan stayed on as president under a five-year contract, which has now expired. Mr. Hogan is not completely breaking his connection with WQXR, however, as he is retained as a consultant to its management. Elliot Sanger, associated with Mr. Hogan at the station since its early days, remains as executive vice president, and no other changes are contemplated among top personnel.

* * *

Mr. HOGAN

"1949 is facsimile year," Mr. Hogan declared. "Now that we have the green light from the FCC for commercial operation and multiplexing all we need to get facsimile rolling is some programs on the air."

Multiplexing, which means using a part of the band of an FM station for transmitting facsimile's printed pictures while the major part of the band is simultaneously broadcasting a sound program of music or speech, got its first real workout during the 1949 NAB convention in Chicago last April. The facsimile broadcasts were done over WMAQ-FM Chicago, and although they were on the air 12 hours a day during most of the convention period, the station did not receive a single complaint of interference with its sound signal from any listener, Mr. Hogan stated.

The *New York Times* purchased the company on July 25, 1944, by which time an FM station had been added to its assets.

METROPOLITAN

Favored in 1240 kc Case

ON GROUNDS that a more equitable distribution of radio stations would be achieved, an FCC hearing examiner last week favored Metropolitan Broadcasting Co., Alamo Heights, Tex., over St. Mary's U. Broadcasting Corp., San Antonio, in their fight for 1240 kc with 250 w.

"We conclude that a grant of the application which would add the 10th standard broadcast station to San Antonio as against the grant of the first local transmission facilities to Alamo Heights, even though the two communities are in the same metropolitan district, would not be a fair and equitable distribution," Examiner Elizabeth C. Smith ruled.

Her decision was released Monday. It becomes effective in 40 days unless challenged, in which case there will be oral argument in review by the Commission. The grant is for the frequency vacated by KMAC San Antonio, now on 630 kc.

Either of the proposed 1240 kc operations, Miss Smith said, would involve adjacent-channel interference with KORA Bryan, Tex. The population within the interference area would be about 14.9% of that within KORA's remaining interference-free area. The decision noted that KORA did not intervene in the case.

Ownership of the applicant companies is given as follows:

Metropolitan Broadcasting Co., Alamo Heights—The voting stock is owned in equal shares (25%) by President Lawrence E. Beitel, former Western Electric engineer who was with the Office of Scientific Research and Development during the war; G. E. Vandergrift, owner of Vandergrift Radio Co., which designs and constructs custom-built radio equipment; Ernest M. Closuit, and R. P. Thomas Jr., physician. Mr. Beitel would be general manager, and Mr. Vandergrift chief engineer and assistant manager.

St. Mary's U. Broadcasting Corp., San Antonio—Headed by Mark Perkins, owner of KPAB Laredo, Tex., who is president, owns 45% and would be managing director; Al M. Heck, attorney, has 20%; and St. Mary's U., 17% with the remainder held by the following business and professional men: Joseph T. Kenny, Ralph G. Langley, Richard C. Kittel, Edwin L. Mueller, John L. McMahon, Ernest A. Raba and George E. Strauch.

Bulova Case

FCC APPEARED last week to have closed the books on its 13-year-old "Adre Bulova case," denying a petition to reconsider the decision by which it cleared the watch manufacturer of charges dating back to 1936, renewed the licenses of his WNEW and WOV New York, and approved the transfer of WOV to Victory Broadcasting Co. [BROADCASTING, May 16]. The petition was filed by Mariannina C. deRaczynski daughter of the late John Iraci, one-time owner of WOV [BROADCASTING, June 6]. FCC ruled that it "does not allege new or additional material facts which have not been heretofore considered."

Upcoming

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.

Gold Moves to WRC

BILL GOLD, *Washington* (D. C.) *Post* "District Line" columnist, moves his program of local chatter to WRC Washington starting Aug. 8. Show previously was on *Post*-owned WTOP Washington but was forced to vacate when station accepted extra quarter hour of Arthur Godfrey at 10:15 a.m. WRC Manager William R. McAndrews says station plans to retain same format for show, with emphasis on humor, local news and interviews. Program will be half-hour daily, Monday-Friday, 1:30 p.m.

BETTY GREEN

To Merchandise Ziv Shows

IN LINE with expansion of its television activities and creation of new live and transcribed programs, Frederic W. Ziv Co. has announced the appointment of Betty Green, a former fashion editor, as merchandising specialist and director of women's programs. She will build, promote and merchandise radio and TV shows and create new program ideas in her new capacity.

Mrs. Green

Mrs. Green, fashion editor of *Parents'* and *Calling All Girls* magazines for the past 12 and seven years respectively, has appeared in the Ziv-produced recorded radio show, *Calling All Girls of the Air*. On the air she used the name "Nancy Pepper." Previously she wrote a weekly syndicated newspaper column for teen-age girls, and published a book of light verse, *Teen-Age Blues*, as well as booklets on teen-age language. As Nancy Pepper, Mrs. Green was originator and national director of Calling All Girl clubs in hundreds of department stores. She also was instrumental in production of two color movies for teen-agers distributed through the stores.

MUSIC MERCHANTS

Hear Craig, Elliott

THIS FALL will see the levelling off of television set prices and the end of "suicide" dealers who sacrifice normal profits to indulge in price cutting. So said John W. Craig, vice president of Avco Mfg. Corp. and general manager of the Crosley Division, before the 1949 convention of the National Assn. of Music Merchants.

The four-day conclave, held last week at New York's Hotel New Yorker, drew more than 9,000 members of the music, radio, record, phonograph and television manufacturing industries to a series of panels, discussions, luncheons, banquets and some 242 exhibits.

Mr. Craig spoke at Thursday morning's forum on television and records. Speaking on "The Dual Market in Television," meaning the market for table model and console receivers, he also highlighted important factors in the current issues concerning UHF, VHF and color television.

Pointing out that home reception of color video is "a number of years away," Mr. Craig took exception to the "few vocal individuals who, either not knowing or not wanting to know the facts, make it a point to harass the industry by insisting that steps be taken in color television which (it) is not technically prepared to take."

He called dealers attention to the fact that channel allocations now proposed by FCC would keep stations in 91 metropolitan areas, including New York, Chicago and San Francisco, in the present VHF band, and would require no converters for sets in those areas. Predicting an upward climb in television sets sales after Labor Day, Mr. Craig reminded the group of the predicted two million receiver sales for 1949, pointing out that the sale of 1,100,000 sets during the year's first half bore out such predictions.

Sharing the speaker's honors with Mr. Craig at Thursday's forum, J. B. Elliott, vice president in charge of RCA Victor consumer products, declared that RCA record and phonograph plans are predicated on 45 rpm and 78 rpm. Mr. Elliott revealed to the dealers that RCA's "most vigorous sales and merchandising efforts will be devoted" to promoting the two speeds. He said that while RCA has the biggest stake in 78 rpm, its sales wagon is hitched to the star of 45 rpm, which it feels is superior in performance and efficiency and more saleable than other speeds.

NEW HAVEN RR

Promotes Summer Services

NEW HAVEN and Hartford Railroad Co., through its agency, St. Georges & Keyes, New York, has started a spot announcement and participation schedule in New York to promote the summer service of the railroad. Emphasis is on using the trains to reach vacation points in New England. The campaign is in addition to the regular use of radio for its "commuter's service."

The special summer schedule includes three participation shows, *Rambling With Gambling* on WOR, *Bob Smith* on WNBC and the 7:30-8 a.m. section of *Breakfast Symphony* on WQXR. The spot schedule includes 10 weekly on WNEW and 9 weekly on WMGM. The five week contract started July 25.

THERE'S HOPE

Where There's Life . . .

AN ESTIMATED 30,000 spectators attending the Twin Cities Aquatennial and 10-day summer festival extended a lavish welcome to Bob Hope at the airport July 22 and the following night 11,000 of them lost their collective hearts to the famous ski-nosed radio and movie comedian as he co-starred with WCCO Minneapolis' Cedric Adams on the two-hour Aquatennial broadcast.

After the colorful afternoon parade, the Hollywood star exchanged banter with Mr. Adams, CBS Star Arthur Godfrey, Vice President Alben Barkley, CBS President Frank Stanton and Songstress Monica Lewis. Half-hour segment from 6:30-7 p.m. of the program was fed to the CBS network [BROADCASTING, July 25].

All in all, Mr. Hope got in his licks on such regular WCCO programs as *Stairway to Stardom, Aquatennial Time, Red River Valley Gang, Murphy Barn Dance Jamboree* and *Aquatennial Auditions*. Numerous guest stars from Minneapolis night clubs appeared along with the comedian on the various program blocks. The show was aired from 6 to 8 p.m.

A dinner for the Minnesota Assn. of Broadcasters was attended by about 50 guests.

B&W Renews

BROWN & WILLIAMSON Tobacco Corp., Louisville, has renewed the 9:30-10 p.m. (CDT) Tuesday slot on full NBC network for 52 weeks from Sept. 6, and has ordered another half hour on 17 basic eastern stations for *People are Funny. A Life in Your Hands*, now aired at that time, will be replaced Sept. 20 with Art Linkletter's *People are Funny*. The show will be aired twice on the 17 stations, with recordings of the Tuesday program aired the following Saturday at 9:30 a.m. (EST). Repeats are designed to reach a different audience. Agency is Russell M. Seeds, Chicago. Gene Hoge is the NBC account executive.

XUM

APPOINTEES

Johnson Hits Bill Extending Terms

SEN. EDWIN C. JOHNSON (D-Col) last week reaffirmed his opposition to pending legislation which would permit any commissioner of FCC and other agencies to continue serving in office beyond expiration of his term. Simultaneously, he introduced his own bill claiming authority for his Senate Interstate & Foreign Commerce Committee over "general overall policy" matters dealing with FCC and other agency chairmen.

The request was contained in a letter to Sen. John S. McClellan (D-Ark.), chairman of the Senate Executive Expenditures Committee, which currently is considering legislation covering nine independent offices, including FCC, six of which fall under the jurisdiction of the Commerce Committee.

Two bills (S 2073 and S 2059), authored by Sen. McClellan and Sen. Joseph R McCarthy (R-Wis.), would amend the Communications Act to allow FCC Commissioners to serve in office until a successor is appointed and "shall have qualified." They also would stipulate removal by the President for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause" [BROADCASTING, June 27]. The measures arose out of recommendations of the Hoover Commission.

To correct the existent jurisdictional situation, Commerce Committee Chairman Johnson's bill (S 2330) would, in effect, divest the Executive Expenditures Committee of certain jurisdiction over FCC, ICC, FTC, FPC, CAB and U. S. Maritime Commission.

In introducing the measure on the Senate floor, Sen. Johnson strongly emphasized he was not indicating approval of the legislative changes advocated but was desirous of "laying the problem before our committee in legislative form." He said the group intends to "study the entire matter thoroughly and will hold hearings to determine on a general overall policy" for the six regulatory agencies.

Sen. Johnson's measure incorporates provisions identical to those contained in the McClellan-McCarthy measures but, in view of his beliefs expressed privately to Sen. McClellan, it was believed he would push amendments designed to reverse, or at least modify, positions taken in the other bills.

Referring to the McClellan bill, Sen. Johnson pointed out that the proposed language on commission functions would "lay upon the chairmen of each of the commissions duties not now authorized by existing law," and emphasized that in some cases the enactment of statutory provisions would "seriously alter the present operations of some of the commissions"

With respect to commissioners serving after expiration of their terms, the Commerce chairman noted that the appointive power already resides with the President and that further change "would tend to make commissioners even less responsive to Congress than they now are." He observed further that FTC already operates under the proposed change and believed it would be salutary if the FTC Act were amended to bring it in line with those acts of the FCC and others which require automatic expiration of terms.

"The matter of confirmation has come in recent years to be an almost perfunctory act, thus resulting in increased dominance by the Executive over agencies which historically have been regarded as arms of Congress," he wrote.

Webster Case

If the provision as proposed by Sens. McClellan and McCarthy had been contained in the present law, the situation which arose prior to Comr. E. M. Webster's renomination to FCC would have been obviated. Commodore Webster was confirmed and sworn in [BROADCASTING, July 18, 25] only after extensive hearings by the Senate Commerce Committee and floor action had consumed nearly three weeks during which he was unavailable to the Commission. His term had expired June 30, though reappointment was retroactive to July 1.

Sen. Johnson also took exception to the amendment giving the President power to remove commissioners for "inefficiency" and other causes, claiming he already had such authority with respect to four agencies, FCC not included. He termed it "a further impingement upon the authority of Congress." He felt, however, that as long as the President retains the appointive power, he should likewise have the power of removal for causes provided in S 2073.

"Unless the appointive power is changed so that it resides in the Congress, this particular amendment proposed by the bill might be acceptable," he added.

In reply, Sen. McClellan pointed out the bill was referred to his committee since it involved reorganizations with a number of regulatory agencies and formal presentation of Hoover Commission recommendations. He added, however, it was the policy of his committee to permit any other committee having legislative jurisdiction "to proceed in any way they may determine." Sen. McClellan said his group had no desire to usurp policy determinations, and suggested appropriate bills be introduced to include pertinent sections of S 2073 for reference to the Commerce Committee. His committee will be "guided" accordingly, he added.

Summary of Sen. Johnson's views:

I respectfully urge (a) that no action be taken to change the respective laws dealing with the authority and duty of the chairmen of each of the six agencies coming under jurisdiction of this committee without careful study and hearings by this committee;

I also request (b) that no change be made in law which would permit any commissioner or board member to continue to serve in office beyond the expiration of his term; and it is my intent that the Committee on Interstate & Foreign Commerce shall give consideration to amendments to the Intestate Commerce Commission and Federal Trade Commission Acts to provide that such commissioners shall cease to hold office when their terms expire so as to bring the practice in these agencies into accord with the other quasi-legislative agencies;

Finally, I earnestly request (c) that the Senate Committee on Expenditures in the executive departments move to discharge itself from consideration of the bill, S 2073, and the bill be transferred to the Senate Committee on Interstate & Foreign Commerce so far as it deals with the six agencies coming under the jurisdiction of this committee.

FCC MONIES

Restoration of Cut Okayed by Senate

AN AMENDMENT authorizing restoration of a $108,000 cut in FCC expenditures for fiscal 1950 drew scant approval in the Senate last Wednesday in floor debate over funds for independent offices for the coming year. It voted 40-39 to approve the additional $108,000 originally cut by the House and restored by the Senate Appropriations Committee last month [BROADCASTING, July 11].

The Senate was still discussing the bill Friday, with a view to possible overall cuts in appropriations. The measure (HR 4177) encompasses a host of regulatory agencies including, in addition to FCC, FTC, SEC, FPC and others.

Opposes Personnel Increase

Opposing agreement to the amendments—providing for increases in FCC employes to 1,349 (17 more than the House allowed) and boosting funds from $6,525,000 to $6,633,000—was Sen. Styles Bridges (R-N. H.). He told colleagues the personnel increase provided by the Senate Appropriations Committee was "unwarranted" and urged rejection of the amendment.

However, Sen. Joseph O'Mahoney (D-Wyo.), chairman of the subcommittee which held hearings last May, noted that the provision actually constituted a decrease since, even with 17 additional personnel, the measure allows for 49 fewer hands than the Commission has at present. He cited the importance of the FCC's additional service.

"Every day requests are made to (FCC) for additional services. By the use of the radio in Red Cross work, in police work, in maritime work, in every avenue of radio communication and the transmission of information, the work of the Communications Commission is increasing," he explained. "The committee felt that to deny the increase which we recommended would seriously impede (its) work."

The Senate also agreed to an amendment deleting a provision which would have limited FCC Commissioner salary increases to $12,000 annually "so long as the positions are held by the present incumbents." FCC Chairman Wayne Coy had urged it be stricken from the bill since it could have been construed to impose a ceiling on present salaries and prevent Commissioners from obtaining raises provided in other current legislation.

Among those opposing the Senate committee's three amendments favoring FCC were Sen. Homer E. Capehart (R-Ind.), Sen. Ed. Johnson (D-Col.) and Sen. Charles W. Tobey (R-N. H.), all members of the Senate Interstate & Foreign Commerce Committee which deals with FCC matters.

OPPOSES FEE

For Airing School Sports

IOWA TALL CORN NETWORK has adopted a resolution that no member will broadcast high school sports events of any kind anywhere in the state of Iowa for which a fee is necessary. Action came at meeting at Des Moines July 19 after network had been advised of a decision by the Des Moines school board to assess a fee for the privilege of broadcasting play-by-play football and basketball games played in Des Moines.

Resolution pointed out that all members have in the past given generously of their time in free publicity of these and other school activities without thought of recompense and have played a part in development of interest in high school sports through broadcast as indicated by increased attendance figures. Resolution also stated that other high schools have actually provided modern broadcast facilities for use by their own local, as well as out of town stations, without fee or charges of any kind.

Following members adopted resolutions: Ren Sanders, KICD Spencer; Walt Teich, KROS Clinton; George Adkinson, KOKX Keokuk; Al Triggs, KAYX Waterloo; George Volger, KWPC Muscatine; Bill White, KFJB Marshalltown; Paul Millen, KWCR Cedar Rapids; Bob Webber, KWDM Des Moines; George W. Webber, TCN Des Moines; Dutch Horning and E. M. Horning, KSIB Creston; Ken Gordon, KDTH Dubuque; Ed Breen, KVFD Fort Dodge; Bill Jacobson, KROS Clinton; Sen. Frank Byers, KWCR Cedar Rapids, and Charles E. Jones, KICM Mason City.

McNAUGHTEN

Heads NAB's Engineering Dept.

APPOINTMENT of Neal McNaughten as director of NAB's Engineering Dept., indicated last week by NAB President Justin Miller, was officially confirmed by Judge Miller's office last Wednesday. Mr. McNaughten succeeds Royal V. Howard, who resigned contemplating return to private industry [BROADCASTING, July 25].

The new director joined the NAB staff Jan. 1, 1948, as assistant director to Mr. Howard, who upon leaving recommended Mr. McNaughten for the post in his letter of resignation to the NAB president.

Mr. McNaughten previously was with FCC for seven years, heading the Allocation Section of the Commission's Engineering Dept., Standard Broadcast Div., from 1945 to 1948. In that position he administered FCC's NARBA (North American Regional Broadcasting Agreement) activities.

Born in Pueblo, Col., in 1911, he entered the broadcast field in 1929 at KGHF Pueblo. In 1934 he became chief engineer at KRGV Weslaco, Tex., where he remained until his appointment to the Commission in 1941. After being named allocation section chief four years later, Mr. McNaughten drew the nod as secretary to the U. S. delegation to the second NARBA conference, with the ex-officio title of secretary-general of the conference.

As FCC chief engineer in charge of coordinating NARBA activities with clear channel proceedings, he prepared the original U. S. proposals for the third NARBA conference.

In 1947 Mr. McNaughten was appointed to the U. S. delegation to a meeting of engineers at Havana, Cuba, and served as one of two official U. S. spokesmen at a conclave looking toward revision of NARBA. Earlier that year he was a member of the delegation to the Atlantic City International Telecommunications Conference.

Mr. McNaughten's first FCC assignment, in 1941, was to the West Indies where he assisted in the development of the Commission's radio intelligence operations in that area. In 1942 and 1943 he was assistant supervisor of FCC's Great Lakes monitoring area, in charge of the primary station at Allegan, Mich. Following year he was transferred to Washington as assistant chief of the Treaty Section, International Div.

Mr. McNaughten was affiliated with FCC representation on IRAC and the Radio Technical Planning Board, and aided in first studies of allocations problems for the telecommunications conclave in Atlantic City.

Since joining NAB, he has assisted Mr. Howard in holding two annual NAB Broadcast Engineering Conferences, held concurrently with the 1948 and 1949 annual conventions. In addition, he has appeared before FCC in behalf of NAB, served as a member and chairman of many subcommittees on preparatory work for the third NARBA conference, and has just recently completed the 675-page fourth edition of the *NAB Engineering Handbook*.

As vice chairman of the association's Recording and Reproducing Standards Committee, he has devoted a considerable amount of his time to development of disc and magnetic standards for the broadcasting industry.

NCAB MEETING

Endorses NAB Plan

A RESOLUTION endorsing NAB's recently adopted reorganization plan was passed by some 60 Tar Heel broadcasters at the North Carolina Assn. of Broadcasters' summer meeting at Wrightsville Beach, N. C., July 18-19.

Speakers included Easton C. Wooley, director of NBC stations relations department in New York, and Charles Godwin of MBS station relations in Atlanta. Mr. Wooley gave a roundup of the progress of television and Mr. Godwin outlined some of the problems facing the broadcaster today.

The fall meeting of NCAB, at which next year's officers will be elected, will be held at Pinehurst, N. C., in October in conjunction with NAB's District 4 meeting.

GAB MEETING

Summer Session in August

SUMMER meeting of the Georgia Assn. of Broadcasters will be held Aug. 25-27 at the King and Prince Hotel, St. Simon Island (near Brunswick), Ga. Officers and directors of GAB met in Macon July 25 and made arrangements for the three-day event.

Meeting will be confined to present day problems of broadcasters. Invitations have been issued to six outstanding speakers to appear at the summer meeting.

Edwin Mullinax of WLAG LaGrange is president of GAB, vice-president is Tom Carr of WGLS Decatur, and Ben Williams of WTOC Savannah is secretary-treasurer. Members of board, in addition to the officers, are Fred Scott Jr. of WKTG Thomasville and Wilton Cobb of WMAZ Macon.

HAROLD FAIR

NAB Program Head Retires Post

HAROLD FAIR, director of NAB's Program Dept., which today (Aug. 1) ceases to exist as a separate entity in line with NAB's streamlining operation, last Tuesday announced his official departure from that post.

In a statement issued shortly upon his return from his vacation in the northeastern states, Mr. Fair observed crisply that recent action of the NAB board of directors, abolishing the Program Dept., "naturally resulted in some effect on me. I was abolished, too."

He added that his plans for the future had not taken form yet and that, "after spending nearly a quarter of a century in station, network and agency operation, I anticipate with pleasure returning to industry activity." He evidenced no desire to effect a speedy return to private broadcasting circles, but said instead he would "move slowly" for duration of the summer.

"The work of the Program Dept., particularly on the Standards of Practice and the establishment of the NAB National Program Clinic, has been stimulating and gratifying to those of us who were responsible, and of lasting usefulness to the industry," Mr. Fair stated.

He expressed hope that these projects will be continued under the board's plan. While the board has not yet worked out details, it is believed it strongly favors continuance of the program clinics which Mr. Fair instituted, and the last of which was held in Chicago June 27-29.

Mr. Fair is the third official of NAB's upper echelon to leave high posts within the past fortnight. Royal V. Howard's resignation as director of the Engineering Dept. was accepted by NAB President Justin Miller July 21 and A. D. (Jess) Willard, executive vice president, July 15 announced his resignation [BROADCASTING, July 25] which is effective today. He had declined the TV directorship of the new Video Division created by NAB's board under its revised structure [BROADCASTING, July 18].

In effect, both Mr. Willard's and Mr. Fair's positions were abolished by the board, while Mr. Howard's was reduced in status to virtual elimination.

Mr. FAIR

Joined NAB in '47

Mr. Fair joined NAB as the first and only director of the Program Dept. in April 1947 at a time when the Standards of Practice were being evolved and were yet to be accepted by and for the broadcasting industry at large. Its acceptance constituted the primary objective of the new department. Mr. Fair had immediate staff responsibility for development among broadcasters. They were adopted in 1948 and now are in effect.

A highly-skilled musician, Mr. Fair gained his first radio experience during the industry's infancy in 1921. His broad interest in radio materialized through his broadcasting activities as an arranger and pianist with several well-known orchestras. After forming his own orchestra he joined Gene Goldkette's band.

In 1929 he returned to Council Bluffs, Iowa, his home town, where he joined KOIL as announcer, and later was promoted to program director. A year later he became general manager of WBEN Buffalo and also served as associate conductor of the Buffalo Symphony Orchestra.

Moving back to the Midwest, he joined CBS Chicago as production manager. Other positions followed, including head of the radio department of Bozell & Jacobs of Omaha, and program director of WHO Des Moines. He remained at the latter post for 13 years. His station won several awards, including the duPont in 1947, for excellence in programming during Mr. Fair's tenure there.

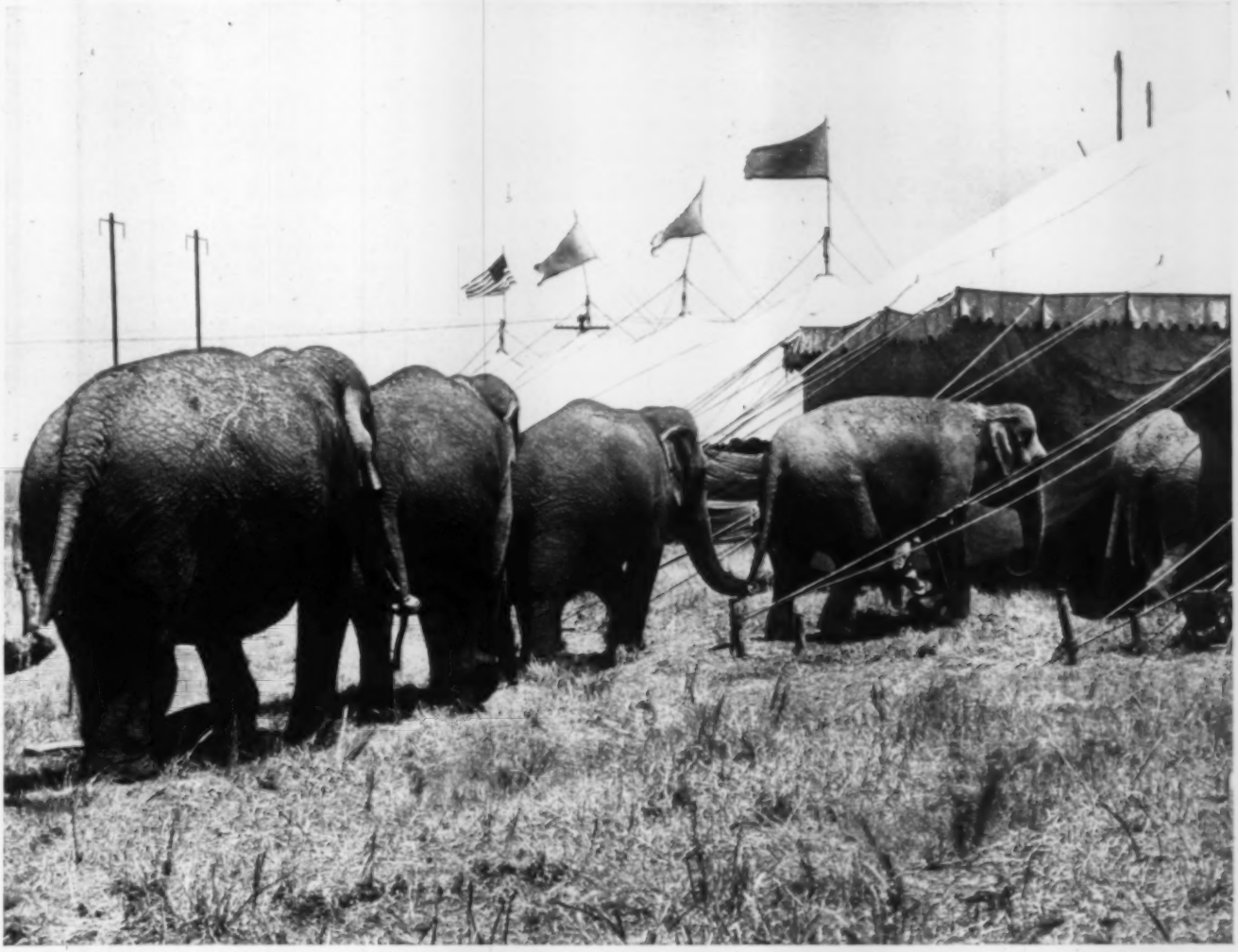
FM EXPANDABLE

Lines Interest Buyer

FMA PRESIDENT William E. Ware last Thursday described current campaigns of Zenith and Crosley as "dollars and cents indication that FM is radio's most expandable market."

Mr. Ware referred to Zenith's campaign which launched that manufacturer's FM-only receiver, the "Major," and to Crosley's stepped-up promotion of a TV receiver, combining full range FM.

"FM," Mr. Ware stated, "is the added plus that excites buyer interest and aparently FM can't miss so long as this trend keeps up. Expectation is rapidly achieving realization with the FM audience slated to swell as TV expands and the production of TV-FM-only receivers increases. With 750 FM stations on the air in 450 cities, FM represents a national market of 100-million people."



THEY WORK FOR PEANUTS

Always a big attraction at the circus are the performing elephants. But they do a lot of hard work for their owners, too. And they do it all for peanuts.

Sounds like a story about W·I·T·H. It's a big attraction for listeners and advertisers in the rich Baltimore market. And W·I·T·H works for you like a Trojan—for peanuts!

Yes, for very *little* money you can do real *big* things on W·I·T·H. For W·I·T·H delivers more listeners-per-dollar than any other station in town.

So, if you want to make your advertising dollar go far in Baltimore, buy W·I·T·H. Your Headley-Reed man will gladly give you the whole story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

XUM

'Wet' Radio

(Continued from page 23)

action to these shows demonstrated that the majority of the public regards advertising of alcoholic beverages by radio in the same light as advertising in newspapers, magazines and other media."

Regarding Biow Co.'s study of availabilities, an agency spokesman told BROADCASTING early last week that ABC had agreed to sell time for liquor ads on its owned-and-operated outlets but that its affiliates had not yet been cleared. The agency is asking for availabilities after 10:30 p.m. on individual stations, assuming children are in bed by then.

"As far as our taking liquor advertising on the network is concerned, the answer is absolutely no," Howard Meighan, CBS vice president and general executive, said. "We have had some discussions about experimenting with it on one or more CBS owned stations," he went on. "However, to date there has been neither any offer of facilities on the part of CBS nor any offer to buy time from us on the part of Schenley or its agency."

MBS and Don Lee Network already have flatly rejected any liquor ad bids.

NAB President Miller told a news conference in New York that "this is a troublesome question as it is one that will be answered largely at the emotional level."

If networks accept liquor advertising, with dry groups, women's clubs and other organizations certain to complain, quite a lot of controversy may develop, Judge Miller noted. The introduction of "repressive legislation" in such a move would undoubtedly stimulate Congress and the state legislatures, he added. Perhaps for this reason, many broadcasters and many distillers have said they don't want liquor advertising on the air, he, said, but he pointed out that there is also a wide feeling that as long as many high-class magazines and newspapers accept this type of advertising, why not radio?

It is possible that liquor advertising might develop somewhat as cigarette advertising has, he said, recalling that women were first introduced into cigarette advertising as bystanders gazing admiringly at male smokers. Then the women in the ads began saying nice things about the cigarettes; then they were pictured holding cigarettes and finally smoking them.

Or, the Judge said, the introduction of hard liquor advertising on the air might work the other way and lead to "another noble experiment." NAB's Standards of Practice contain no prohibition.

George W. Bolling, president of the Bolling Co., station representatives, expressed opposition to acceptance of hard liquor advertising on a spot basis. He said, however, that stations he represents seem to be split 50-50 on the issue.

"This business should not prostitute itself and particularly should it not change a 25-year policy for a herring."

He did say that he believed liquor companies could do a good job for themselves and for radio if they were to use the medium in a big but cautious way, buying time when children would not be part of the audience, buying good programs instead of spots, and using the best possible taste in commercials.

He said he was advising his stations to be cautious, adding that decisions of outlets were being made after considering local factors, legal opinions from their Washington attorneys (most of whom flashed a green light) and economical factors. What the networks did would be important as a standard for stations, he said.

ABC Still Discussing

At ABC Spot Sales, Manager Ralph E. Dennis said the discussions as to liquor policy for the network's O&O stations were still going on. At present the stations were not accepting such ads.

Joseph F. Timlin, New York manager of the Branham Co., said his stations were being canvassed as to mild institutional copy in the late evening hours. He expected most stations he represented would say "no," especially those in such "dry" states as Tennessee and Texas.

Mr. Timlin also said that WEWS-TV Cleveland had definitely turned down such advertising, noting that an Ohio statute made it unlawful to carry such advertising in the late evening hours.

Jones Scovern, vice president in charge of sales for Free & Peters, said his company had solicited its stations on the liquor question. He said that in doing so, F&P was making no recommendation. He said it was F&P thinking that local conditions might be the biggest factor and that the station itself was in a better position to assess such conditions.

At Headley-Reed Co., New York, it was said that queries were sent out to all station clients to sound out sentiment. Headley-Reed did not offer any advice. Replies had been received from two stations, one accepting and one rejecting the policy of taking late evening liquor advertising. None of its stations previously would carry hard liquor commercials, it was said.

Eugene Katz of the Katz Agency said stations his company represented were being asked anew their views. His company would not presume to advise them because the whole question on the local level "was fraught with public relations problems" to be solved on that level. He believed some big-city stations might agree to accept such advertising but that many Southeastern, Corn Belt and Mountain states would continue a negative attitude.

Weed & Co. also has been circularizing its more than half-hundred client stations and at deadline had heard from only one —and that in the negative. Joseph J. Weed said the company offered no counsel on the matter to its stations, but merely explained that the possibility of a radio purchase by a big distiller was the reason for the canvassing.

In his letter to John W. Snyder, Secretary of the Treasury, under which the Bureau of Internal Revenue operates, Sen. Johnson characterized radio licensees as "stupid to even consider" the liquor industry's plan, which he termed "vicious and without regard to the high moral standards of American homes, and contrary to the public interest."

Alluding to a bill (S 1847) introduced by Sen. William Langer (R-N. D.) and now before the Senate Commerce Committee, Sen. Johnson noted hearings would commence Jan. 20 and promised: "If the liquor people go ahead with their plans to use the radio to peddle their wares, they will assure the passage of that bill."

Extensive hearings were held by the committee on three bills in the last Congress—one to prohibit interstate transmission of liquor advertising, the other two to curb liquor advertising. Representatives of the Alcohol Tax Unit were among those who attended. Advocates of restrictive legislation included Sen. Johnson, Sen. Claude M. Reed, (R-Kans.), Rep. John Rankin (D-Miss.) and former Sen. Arthur Capper (R-Kans.).

This session, three bills are pending. The latest, introduced by Rep. Laurie C. Battle (D-Ala.), would deem certain advertisements "misleading" if they represent or suggest that alcoholic beverages are beneficial to health, will increase social or business standing or are "traditional" in American family life. It covers beers, wines and hard liquors. The other bills, authored by Sen. Langer and Rep. Joseph Bryson (D-S.C.), would prohibit broadcast or telecast of such advertising.

A three-year-old FCC decision stands on the books to serve notice that the Commission will almost unavoidably get into the question if stations start accepting whisky advertising.

The decision was handed down in March 1946 in the Sam Morris-KRLD Dallas case. On behalf of the National Temperance & Prohibition Council, Mr. Morris asked FCC to deny KRLD's license renewal application. He charged that KRLD and CBS, with which it is affiliated, sold choice time to beer and wine interests and refused to sell time for abstinence messages.

FCC denied the request, holding that "the problem . . . is of industry-wide proportions and is not restricted solely to KRLD," and that a "general investigation" did not seem warranted at that time because the principal points of controversy were adequately covered in the briefs of Mr. Morris, KRLD, and CBS.

The Commission did hold, however, that "the advertising of alcoholic beverages over the radio can raise substantial issues of public importance"—that is, issues on which FCC presumably would expect, depending upon particular circumstances, a balanced treatment by radio stations. The theory of the Scott Decision on atheists'

(Continued on page 37)

Union Citation

WNJR Newark was cited for "outstanding cooperation with the trade union movement" at the Union Label Council's quarterly convention, held at the Berkeley-Carteret Hotel, Asbury Park. Award was presented to Charles G. O'Neill, WNJR sales manager, by Joseph Quillan, council president. Mr. Quillan attributed the award to the station's "forceful, creative merchandising program originated and put into effect in connection with the pioneer union label radio series *Turning Points*." Since the program first started on WNJR last April 21, some 40 stations have scheduled the 13-week series.

Mr. O'Neill

FOR INCREASED SPOT BILLING

SEE

Joseph Hershey McGillvra, Inc

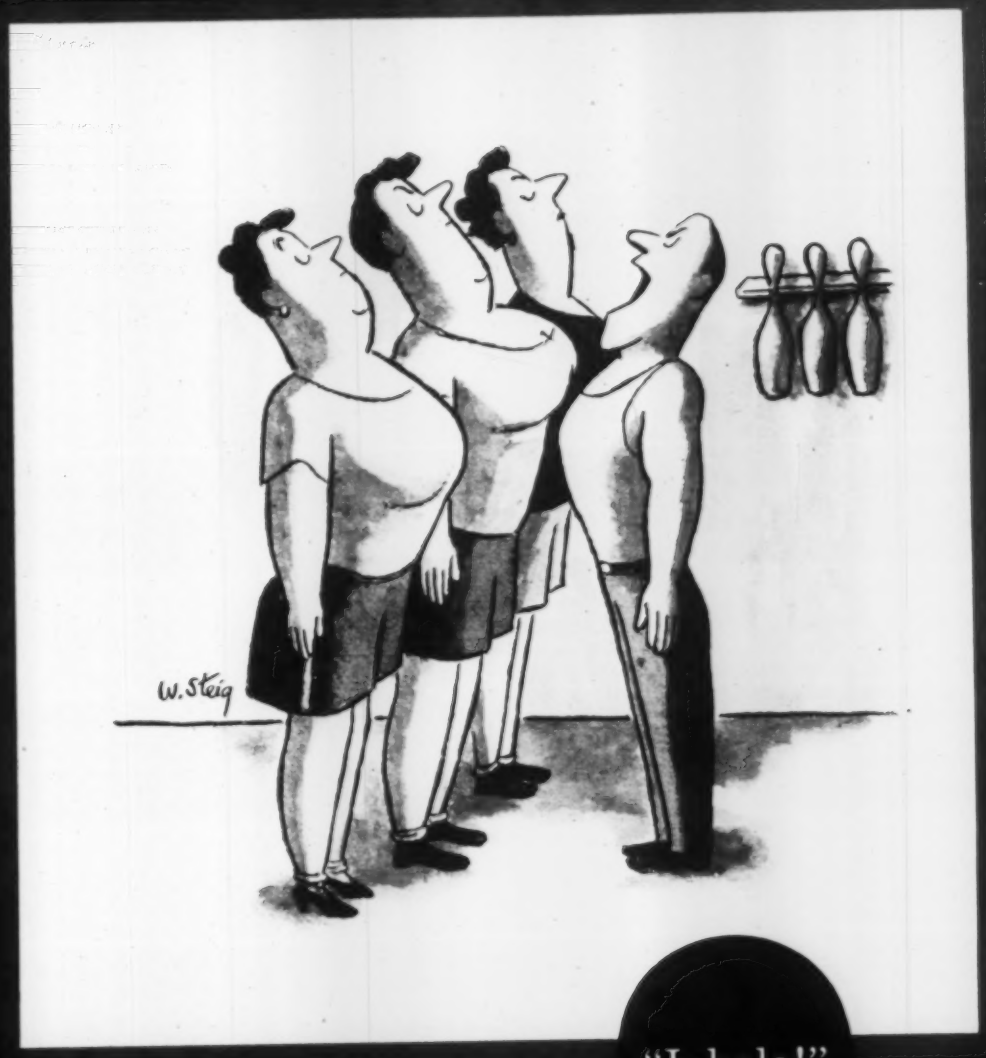
RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES
SAN FRANCISCO · ATLANTA

XUM

BROADCASTING
Comparative Network Program Schedule-
August 1949



"Inhale!"

You do what you're told!

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (433)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	P. J. Ritter Betty Clark Sings (12)	Johnny Dollar	Nick Carter S (463)	Hollywood Calling S
6:45	Music by Bouero S	"	"	"
7:00	Think Fast	Amer. Tob. Co. Your Hit Parade on P'de (176) R	Adv. of the Falcon S	"
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (106)	Lever Bros. Call the Police (150)	7:30-7:55 The Saint	Rexall Co. Guy Lombardo 7:3—8:25
7:45	"	"	7:55-8 Johnny Desmond	(163)
8:00	Old Gold Stop the Music (173)	Wildroot Sam Spade (171) R	Co-op A. L. Alexander	Four Star Theatre
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp (171)	Life with Luigi	Music	NBC Summer Symphony, U S Steel (163)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Corliss Archer (162)	Count of Monte Cristo	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Chance of a Lifetime S	Col.-Palm.-Poet Our Miss Brooks (152)	Sheliah Graham	TBA
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Dress Parade	Summer Theater	Eversharp Take It or Leave It (194)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dance Orchestra S	Flavored with Flutes	Philip Morris Horace Heidt (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G-Ivory Lowell Thomas 6—22 (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G-Dreft Beulah 6—22 (78)	Co-op Fulton Lewis jr. (291)	Liggett & Myers Su per Club (162) R
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith 6—22 (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Spin to Win	Nozzema Gabriel Heatter (222)	Echoes from the Tropics S
7:45	"	Larry Lasseur News	Bayuk Cigars Inside of Sports (179)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.-Amer. RR. Railroad Hour (270)	Brown Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (279)	One Man's Family S
8:15	"	"	"	"
8:30	Ella Mae Time	Young Love S	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	"	"
9:00	Kate Smith Calls S (Starts Aug. 8)	Leave It To Joan S	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	Breakfast with Burrows S	Secret Missions	Jane Pickens Show
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Straw Hat Concert S	American Forum S	Carnation Co Contented Hr (157)
10:15	Kate Smith Calls S (Starts Aug. 8)	"	"	"
10:30	"	Dance Orchestra S	Mutual Newsreel	Radio City Playhouse S
10:45	"	"	Mutual Concert	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G-Ivory Lowell Thomas 6—22 (78)	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G-Dreft Beulah 6—22 (78)	Fulton Lewis jr. 291	Liggett & Myers Supper Club (165) R
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith 6—22 (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter Spy (258)	Spin to Win	Gabriel Heatter	Taft Orchestra S
7:45	"	Larry Lasseur News	Bayuk Cigars nside Sports (181)	Pure Oil Co. R. Harkness (26)
8:00	Beautiful Musi S	Starring Drug Mystery Theater (143) R	Gregory Hood S	Philip Morris Hogan's Daughter (145) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P Talcum Powder Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. O'Hanlon Show (151)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	Dean Martin Jerry Lewis Show S
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	It Pays to Be Ignorant	Mysterious Traveler	Johnson Wax King's Men (165)
9:45	Rex Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (155)	Kate's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family	Dance Orchestra	Mutual Newsreel	A Life in Your Hands (151)
10:45	C. of C. Let Freedom Ring	"	Concert Notebook	"

WEDNESDAY

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)
6:15	"	"
6:30	"	"
6:45	"	"
7:00	Co-op Headline Edition (53) *	P & G-Dreft Beulah 6—22 (78)
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith 6—22 (84)
7:30	General Mills Lone Ranger (175)	Spin to Win
7:45	"	Larry Lasseur News
8:00	TBA	Bristol-Myers Mr. Keen (26)
8:15	"	"
8:30	"	Chesterfield Broadcast (7)
8:45	Steel Pier Orchestras S	"
9:00	Stars in The Night S	Longines-Wittnauer Speaker (7)
9:15	"	"
9:30	Miller Brewing Lawrence Welk (26)	"
9:45	"	"
10:00	Time for Music S	"
10:15	"	"
10:30	String Ensemble S	Guest Night (26)
10:45	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music 9:30-10 On avail. stations S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (236)	Highlights of the Bible S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	"	Church of A S	"	"
11:00	Fine Arts Quartet S	Bill Costello S *	Christian Ref. Church, Back To God (256)	Faultless Starch Starch Time (48)
11:15	"	Newsmakers S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Fantasy in Melody S	Invitation to Learning S	Mutual Chamber Music	Silver Strings
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (373)	Eternal Light S
12:45	"	"	"	"
1:00	Song Salesman S	Charles Collingwood S	Albert Warner News	America United S
1:15	Hero's Hollywood S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G Co. Welcome Travelers (140)
10:15	" *	Lee Pharmacal Arthur Godfrey (169) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (169) R	Georgia Crackers	Marriage for Two
10:45	*See Footnote	National Biscuit Arthur Godfrey (169) R	The Temptones	Thanks for Tomorrow
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (174) R	Co-op Passing Parade Nesbitt (134)	Dr. Paul S
11:15	"	"	Your Marriage	Manhattan Soap We Love and Learn (162)
11:30	Ted Malone (209)	Contin'al Baking Grand Slam 48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (67)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Listen to This S	General Foods Wendy Warren (121)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros Aunt Jenny (83)	Kate Smith Sings (219) S	Music
12:30	Out of Service	Whitehall Helen Trent (85)	Lanny Ross	Special Music
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (141)	Luncheon with Lopez
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins 93)	Checkerboard Jamboree	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee with Congress S
9:45	"	Garden Gate S	"	"
10:00	Johnny Olsen's Get Together	Music for You S	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	"	Tell It Again S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Modern Romances	Cream of Wheat Let's Pretend (154) *	Music	Adventures of Frank Merriwell S
11:15	"	"	"	"
11:30	Dave Stewart's Fun Fair	Lever Bros. Junior Miss 167)	Georgia Crackers	Brown Shoe Smilin' Ed McConnell (156)
11:45	"	"	Miscellaneous	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day 163)	Man on the Farm	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen. Sta. (147)	Smoky Mt. Hayride	Luncheon with Lopez S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

SATURDAY

	ABC	CBS
1:30	National Vespers S	Tennessee Piccs S
1:45	"	"
2:00	Around the World (150) S	Longines-Wittnauer Lecture (7)
2:15	"	"
2:30	Co-op Mr. President	Music For Y S
2:45	"	"
3:00	Freehand Trailer Harrison Wood (7)	NBC Symphony Orchestra S
3:15	Chautauqua Symphony S	"
3:30	"	"
3:45	"	"
4:00	"	"
4:15	"	"
4:30	Milton Cross Opera Album	Dance Orchestra
4:45	"	"
5:00	U. S. Navy Band S	Music for Y
5:15	"	"
5:30	Take A Chance S	Longines-Wittnauer Longines Symphonette (167)
5:45	"	"

XUM

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:23 S
"	Sketches in Melody 6:23-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Liggett & Myers Supper Club (165) R
Dinner Date S	Miles Labs. News of World (151)
M. K. Sawtler Gabriel Heatter (81)	Rolfini Trio S
Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Chicken Every Sunday S
"	"
"	"
nternational Airport	Kraft Foods Co. Archie Andrews (151)
"	"
Scattergood Baines	Bristol Myers Henry Morgan (159)
"	"
"	"
Family Theatre S	Bristol Myers Dist. Attorney (149)
"	"
"	"
Comedy Playhouse S	Am. Cig. & Cig The Big Story (163)
"	"
Mutual Newsreel	Mars Candy Curtain Time (145)
Concert Hall	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Nisau S
"	You And — S	"	Clem McCarthy 6:15-6:23 S
"	No network	"	Sketches in Melody 6:23-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (165) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
Pepsi-Cola Counter-Spy (258)	Spin to Win	Gabriel Heatter	Echoes from the Tropics S
"	Larry Lesueur News	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (27)
The Eye S	Broadway Is My Beat	Air Force Hour	Silent Partner S
"	"	"	"
First Hundred Years S	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club	Eight by Request S
"	"	"	"
Off Gold Orig. Amateur Hour (173) *	Escape S	Meet Your Match	Kraft Foods Co. Music Hall (148)
"	"	"	"
"	"	"	"
Philip Morris Crime Photog. (149)	Sing for Your Supper		The James & Pamela Mason Show S
"	"	"	"
Revere Camera Name the Movie (50)	Campana Sales First Nighter (66)	This Is Paris	General Electric Fred Waring (193)
"	"	"	"
TBA	Dance Orchestra	Mutual Newsreel	Dragnet 10:30-11 S
The Harmonaires S	"	Concert Hall	Falstaff (33)

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Nisau S
"	You And — S	"	Clem McCarthy 6:15-6:23 S
"	No network	"	Sketches in Melody 6:23-6:45 S
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (165) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Spin to Win	Gabriel Heatter	The UN Is My Beat.
"	Larry Lesueur News	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	Summer in St. Louis S	Plantation Jubilee	Cities Service Bands of Ameri. (81)
"	"	"	"
Equitable Life This Your FBI (221) R	"	Musi	A Tree Grows in Brooklyn S
"	"	"	"
Bristol Myers Break the Bank (183) R	This Is Broadway S	Opera Concert	Pabst Sales Co. Screen Directr's Playhouse (145)
"	"	"	"
Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	My Good Wife
Ch. Spark Plug Roll Call (215)	"	"	"
Heine and His Band S	TBA	Co-op Meet the Press (32)	Mars Inc. Dr. I. Q. (131)
"	"	"	"
Enchantment S	Dance Orchestra	Mutual Newsreel	Col.-Palm.-Peet Sports Newsreel (129)
"	"	Concert Hall	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Fantasy in Melody S	News Bancrof S	Modern Music	Horse Races	6:00 PM
Saturday Session S	Memo From UN	"	Art of Living S	6:15
Co-op H. Wismer	U. S. Army Red Barber (171)	Music	NBC University Theatre	6:30
Rendezvous with Song S	News Larry Lesueur S	Mr. Allen	"	6:45
Three Suns S	Dance Orchestra S	Hawaii Calls S	"	7:00
Let's Listen to Music S	"	"	"	7:15
"	R. J. Reynolds Vaughn Monroe (161) R	True or False S	Pet Milk Saturday Night Serenade (145)	7:30
"	Off 8-20	"	"	7:45
Buzz Adlam's Playhouse S	Wrigley Gene Autry (165)	Ronson Metal 20 Questions (501)	Saturday Dance Date	8:00
"	"	"	"	8:15
Two Billion Strong S	Philip Marlowe S	Take a Number	"	8:30
"	"	"	"	8:45
Tommy Dorsey's Treasury Show S	Gangbusters	Life Begins At 80 S	Am. Tobacco Co Your Hit Parade (164)	9:00
"	"	"	"	9:15
Musical Etchings S	Liggett & Myers Tales of Fatima (26)	Lombarde USA S	Dangerous Assignment S	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (60) *	Sing It Again S	Chicago Theatre of the Air S	Rich. Diamond Private Dtc'tive S	10:00
"	"	"	"	10:15
Shamrock Hotel Bands S	"	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
ond Vogt S	Symposium Plaza S	Michael O'Duffy	University of Chicago, Round Table S
"	"	"	"
round the World (151) S	Longines-Wittnauer Services (155)	Charmer of the Doll	Voices Down The Wind S
"	"	"	"
Co-op President	Music For You S	Co-op Bd Cunningham (55)	Design for Listening
"	"	Veteran Wants to Know S	"
ichael Triller ison Wood (73)	80 Symphony Orchestra S	Music for a Half Hour	"
Toscanini symphony S	"	"	"
"	"	True Detective Mysteries	Who Said That?
"	"	"	"
"	"	General Foods House Mystery (486)	Living—1949
"	"	"	"
"	Dance Orchestra	Wm. Gargan Private Investigator	Boston Symphony Orchestra
"	"	"	"
S. Navy Band S	Music for You	Under Arrest S	Surprise Serenade
"	"	"	"
Take A Chance S	Longines-Wittnauer Longines Symphonette (187)	Greystone Press Mr. Fix-it (83)	Voices and Events
"	"	Jimmie Powers	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not in Service)	P & G Dr. Malone (83)	Tom, Dick & Harry	Co-op George Hicks S
Co-op Dorothy Dix on the Air	P & G Guiding Light (85)	Art & Dottie Todd	Easy Listenin'
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (99)	Ph. Morris (375) Miles Lab (422) Queen for Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Say It with Music	General Mills Today's Children (79)
"	P & G Brighter Day (82)	"	Genera. Mills Light of World (70)
Ladies Be Seated S	Babbitt David Harum (55)	Bob Poole Show	P & G Life Beautiful (151)
"	Miles Labs. Hilltop House (128)	"	P & G Road of Life (147)
Add-A-Line S	Robt. Q. Lewis Show S	Luncheon At Sardi's	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Music S	Beat the Clock S	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
"	"	"	Sterling Drug Stella Dallas (148)
Eleanor & Anna S	Lever-Rayve Winner Take All (165)	Johnson Family	Sterling Drug Lorenzo Jones (148)
Irene & Allan Jones	TBA S	Two-ton Baker S	Sterling Drug Y. Widder Brown (148)
(See Footnotes)	Treasury Bandstands S	M-W-F Ted Drake S	General Foods When Girl Marr's (77)
"	"	T-Thurs Bobby Benson S	General Foods Portia Faces Life (89)
"	Chicagoans S	Adv of Champion	Whitehall Just Plain Bill (59)
"	Miles Labs. Curt Massey Time (141) R	Curley Bradley	Whitehall Front Page Fur'. (58)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed Blue S	Toni Co. Give and Take (149)	Dance Orchestra	R. F. D. America
"	"	"	"
101 Ranch Boys	Borden County Fair (166)	Better Gardens	Echoes From the Tropics S
"	"	"	"
Junior Junction	Columbia Country Journa S	Music	Ed. Tomlinso S
"	"	"	Report on Europe S
Treasury Show	Report From Overseas S	Poole's Paradise	Musicana S
"	Adv. in Science S	"	"
Fascinating Rhythm	Cross Section U. S. A. S	Sports Parade	"
"	"	"	"
Chuck Foster's Orchestra S	Doll Trio	Music	Your Health Today S
"	Horse Racing S	"	Horse Races
Popular Hit Tunes S	Saturday at The Chase S	"	Contrasts
Races S	"	First Church Christ. Scientist (65)	"
Tea and Crumpets	Treasury Bandstand	TBA	Mind Your Manners
"	"	The Travelers	"
"	Make Way for Youth S	TBA	Presenting Larry Cotton S
"	"	"	Horse Races

XUM

Experience shows us that *the spoken word* is far more persuasive than the written. To hear is to *do*, if what you hear is well and truly spoken.

In Radio the spoken word reaches its greatest power of persuasion. And because CBS has more of the most powerful facilities in all network radio, more people can hear better the firm and persuasive accents of its advertisers.

'Wet' Radio

(Continued from page 32)

rights to broadcast time might also be applicable.

The Morris Decision pointed out that "the question whether the sale and consumption of alcoholic beverages should be prohibited by law is frequently an issue of public importance." It continued:

What is for other individuals merely a routine advertising "plug" extolling the virtues of a beverage, essentially no different from other types of product advertising, is for [some] individuals the advocacy of a practice which they deem to be detrimental to our society. Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminsh the duty of the broadcaster to treat it as such an issue.

Sen. Johnson's Views

Highlights of Sen. Johnson's letter to Treasury Secretary Snyder:

. . . While radio licensees are stupid to even consider broadcasting liquor advertising, yet the FCC is not now authorized by law to censor program material including the advertising content of such programs. Whether such advertising is in the public interest is something, of course, which the Commission may want to evaluate and determine when the matter of renewal of a broadcast license is before them. . . .

However, I am of the opinion that the Alcohol Tax Unit now has the legal authority and the responsibility to stop cold this reckless plan to invade the privacy of the home with liquor sales talk. I do not need to remind you that there is a vastly different principle involved between liquor advertising by means of newspapers and magazines and that by radio and television.

In the latter case, there is no protection against children hearing liquor extolled as a fit product for purchase by their parents. Nor is it any answer to say, as some may, that the liquor industry is a legal industry and should have the same right to advertise as any other American industry. . . .

It would appear to me that the Alcohol Tax Unit could very properly notify all licensees that the use of radio for liquor advertising would not only be in extremely bad taste, but of questionable legality under the Act it administers.

In any event, would you be kind enough to have this entire situation looked into promptly and advise me what the Alcohol Tax Unit is going to do about it. If the Unit is unwilling to use moral suasion to tell liquor licensees that radio advertising of liquor is bad business, I am sure that we can and will do something about it in the Congress. It is incomprehensible to me that the liquor interests are so blind and so selfish as to flaunt their restricted wares over the radio and television.

Sen. Johnson's letter to FCC Acting Chairman Paul Walker follows in part:

I am aware that the FCC has no authority under law to censor program material, including advertising copy. But I know of no legal provision of the law which prohibits the Commission from considering the type and kind of advertising broadcast by a licensee when it considers that license for renewal. No one, I am sure, will disagree that the public interest, convenience and necessity is not being served by the broadcasting and televising of liquor advertising into American homes.

. . . Programs lauding beers and wines now on the air are bad and of very questionable taste and propriety but hard liquor advertising is unthinkable and must not be permitted.

I trust that the Commission will give serious consideration to this problem. If the Commission is of the opinion that liquor advertising, as a part of program content, is not in the public interest, it may be advisable for it to say so publicly now. Then, when renewal time comes, no licensee can plead ignorance of having offended the public interest when his license is not renewed. Moreover, it is my opinion that the Commission also can make it clear that no subterfuge such as that it is a network program will be an excuse. Networks also are licensees and their own stations should pay the penalty for their greed.

LOBBYING

Investigating Group Asked

A NEW House resolution creating a Select Lobbying Activities Committee, as a substitution for a Joint Congressional Committee previously proposed, was submitted to Congress last Tuesday, together with an accompanying demand for $50,000 to conduct a study and investigation.

Previously, the House had passed a concurrent resolution (H Con. Res. 62) to set up a joint committee of seven members from each the House and Senate. Senate Judiciary Committee, however, voted to report it with an amendment specifying five and leaving their selection to the chairman of each Judiciary Committee, rather than the President and House speaker [BROADCASTING, May 30]. The measure has been tied up for weeks in Senate Rules & Administration awaiting approval of funds.

It was believed that House members felt there was too much delay in Senate concurrence, and also that they preferred the original provision of seven members rather than five and selection of the chairman from their Judiciary Committee.

The new resolution (H Res. 298), introduced by Rep. Frank Buchanan (D-Pa.), author of the joint proposal last May [BROADCASTING, May 23], would again provide for a study of all lobbying activities "intended to influence, encourage, promote or retard legislation" and covers all federal agencies, among them FCC and FTC. Certain Washington representatives of radio interests also might be slated for inquiry if the resolution is approved by both the House Rules and House Administration committees and an investigation is launched.

RADIO MARKET ADV.

Opens Chicago Offices

RADIO MARKET ADVERTISING Co., sales representative and point-of-sale broadcasting consulting firm, has opened offices at 30 W. Washington, Chicago. Milton S. Wolken, former midwest manager of Storadio Advertising Co., is general manager.

Mr. Wolken has announced the signing of contracts with Store Broadcasting Service, which represents 50 Chicago-area groceries; Super Market Broadcasting System, serving 100 large independents in New York area, and Ad-Cast Inc., which has 100 markets in Detroit and Toledo. Negotiations are underway to represent firms in San Diego, Des Moines, Omaha, St. Louis and Miami Beach, Mr. Wolken added.

CBS in Maine now WGUY Bangor and WGAN Portland

WGUY becomes affiliated with the Columbia Broadcasting System August 1st.

★ ★

WGAN and WGUY now bring CBS programs and sponsors' messages to listeners whose incomes represent over 93% of the effective buying power in Maine.

★ ★

NATIONAL ADVERTISERS by placing one order can reach this productive market *less expensively* and *more economically* than ever before.

★ ★

PROMOTION . . . Yes! WGAN and WGUY will continue a regular and two-fisted promotion schedule in the five Guy Gannett newspapers of Maine.

Guy Gannett Broadcasting System

WGAN 5000 Watts • 560 Kc PORTLAND

WGUY 250 Watts • 1450 Kc BANGOR

STATION REPRESENTATIVE: PAUL H. RAYMER COMPANY

XUM

Editorial

Race Against Time

THE REVISED McFarland Bill (S 1973) now pending before the Senate following the unanimously favorable report of the Interstate & Foreign Commerce Committee, merits the support of everyone interested in the wholesome development of radio. Enactment at this session, however, is a race against time and only precise meshing of the legislative machinery can make the bill law this year.

It is for that reason that Sen. McFarland (D-Ariz.) attempted to resolve all differences prior to committee action. Final passage would mean the only substantive changes in radio law in 15 years.

There have been few words in opposition. Even the FCC, which obviously would prefer to go its own way, hasn't had stomach to fight in the open. What certain members of its staff may attempt behind the scenes, only time will tell.

The new bill, in our view, is better than that which Mr. McFarland originally had proposed. The setting up of deadlines on FCC actions, and the requirement for functional realignments of staff, are to be commended.

Today, as the report accompanying the bill so clearly imparts, hearing cases rarely get out in less than two years and some have been pending for seven. "Citizens and taxpayers are entitled to greater consideration and better service from their Government than this," the Committee states. There are few people in radio who have had dealings with this Commission and its predecessors who would not add their reverent "Amen!"

Under the proposed deadline procedures, final action on non-hearing applications would be mandatory within three months. On hearing cases the statutory requirement would call for a decision within six months after completion of the hearing. As examples of what this would mean we merely cite the pendency of the Don Lee station license renewals for nearly three years, and that of the G. A. Richards stations for about half that time.

Stations operating under temporary authorizations suffer a certain stigma. Staff morale is affected. The longer the delay the greater the economic injury. They are entitled to action as soon as the facts are known. The McFarland Bill would force action and preclude dilatory tactics, stemming from political expediency, personal whim, or fear of adverse publicity or reprisal. The FCC would have to answer to Congress for failure to meet these deadlines.

We like the bill, moreover, because it would strip the FCC staff, notably its lawyers, of the broad powers which they have arrogated. It would place the responsibility for policy decisions where it belongs—upon the FCC itself. And it would place the burden of proof upon the Commission in renewal cases—not upon the licensee.

We like the bill because it would raise FCC pay from the meager $10,000 to $15,000 per year, and upgrade other executive salaries.

We are inclined to be wary of the new "cease and desist" provision for fear of its abuse. That fear may be ameliorated, however, by the shifting of responsibility on all policy to the FCC itself.

We still cling to our notion that licenses should be issued for 20 years or in perpetuity, in lieu of the three years now authorized.

Withal, we think the McFarland Bill is a stride in the right direction. It should pass.

First Things First

THE EXPERTS, after devoting three weeks to careful study of FCC's revolutionary new UHF-VHF television plan [BROADCASTING, July 18], are sending up loud and seemingly endless complaints, the chief of which appear to derive from the vast uncertainties involved.

Consider the questions. Is the UHF ready? Will equipment be available next year, or five years from now? What will it cost, and how will it compare in service to the VHF? Will we have color in the immediate future, or won't we? If we do, will it be on one band or both? What about Stratovision? Polycasting? Directional antennas? Do the proposed co- and adjacent-channel separations reflect maximum use of engineering know-how? What about the benefits of offset-carrier operations?

These questions arise entirely apart from specific allocations to communities. Presumably they will be answered in the forthcoming hearings. But clearly they must be answered before enlightened discussion of specific or overall allocations can ensue.

The conclusion that FCC has undertaken too much for a single, orderly proceeding is, to us, inescapable. The allocation table should be considered separately, and last. It is the end product upon which television must progress or fail. It cannot be constructed wisely, or even intelligently discussed, until its foundations are fixed and known.

Unless FCC permits new testimony on specific situations after deciding the "general" questions, or preferably, postpones consideration of the table until the standards are set, then much of the forthcoming hearing will be devoted to shots taken largely in the dark. Much time will be needlessly wasted, and there can be no assurance that the ultimate allocations will even approach the best that can be evolved.

Apart from this, there is a crucial weakness in the rigidity which FCC would give to the allocations. Such inflexibility, in our view, cannot be justified. It implies a wisdom and foresight which FCC cannot lay claim to. Its legality is open to challenge. The law requires assignments based upon demand, not upon the opinion of seven men, or four of the seven, that the town of Dry Run is entitled to a channel or channels forever, whether anyone ever essays to build a station there or not.

There are hundreds of Dry Runs, communities of five or six thousand or less, in FCC's table. They make the paper plan look pretty and we agree that their citizenry is entitled to television service. But an allocation plan must also be realistic. Many practitioners think it would be well-nigh impossible, once the allocations are fixed, to budge them materially, irrespective of need or demand elsewhere. Such a freeze seems unthinkable. Additionally, although a nationwide television service might emerge from the proposal FCC has laid down, a glance will show that the competitive possibilities would be restricted in many cases.

We commend FCC for recognizing the need for a thoroughly informed approach and to that end postponing the hearing from Aug. 29 to Sept. 26. It will be no excuse to say that time would be wasted by withholding final consideration of specific allocations until after the "general" questions have been decided.

It is a time to take first things first; to lay the foundation before building the house. The solution must not be hastened to television's ultimate harm.

Our Respects To—

JEROME STEWART STOLZOFF

ONE OF AMERICA'S oldest agencies—Cramer-Krasselt Co., Milwaukee—has one of the youngest radio-television directors in the land.

Ask Jerry Stolzoff his age, and he will reply: "Six. I look like this because I worry."

But a glance at his 6-foot, 175-pound chassis convinces one that he is at least of voting age. Under duress, he admits he's "on the short side of 30."

Milwaukee born and bred, he "cliff dwells" on the outskirts of the city with his mother and sister. He is single because, as he puts it, "when women learn what I do for a living, they become terrified and run down the street screaming vile and incoherent things."

Cramer-Krasselt, now in its 53rd year, hired him as a copy-continuity writer in 1943. His only previous business experience was in promotional research and advertising for the Vitamin Products Co. and the Lee Foundation for Nutritional Research. He calls this two-year period his "pill rolling" days.

Shortly after joining C-K, he was put on "half leave of absence—with pay." Walter Seiler, president of the agency, was extremely active in war work and promptly drafted Mr. Stolzoff into such jobs as publicity chairman for the Wisconsin war salvage drives and SPAR recruiting. He also headed radio activities for the state war bond drives and the Milwaukee County Community War Chest, and served on an OWI committee. He still serves with a number of community activity groups.

A few months prior to V-E Day, he was drafted into the army. He served in the information and education branch of the infantry at Birmingham and Fort McClellan, Ala.

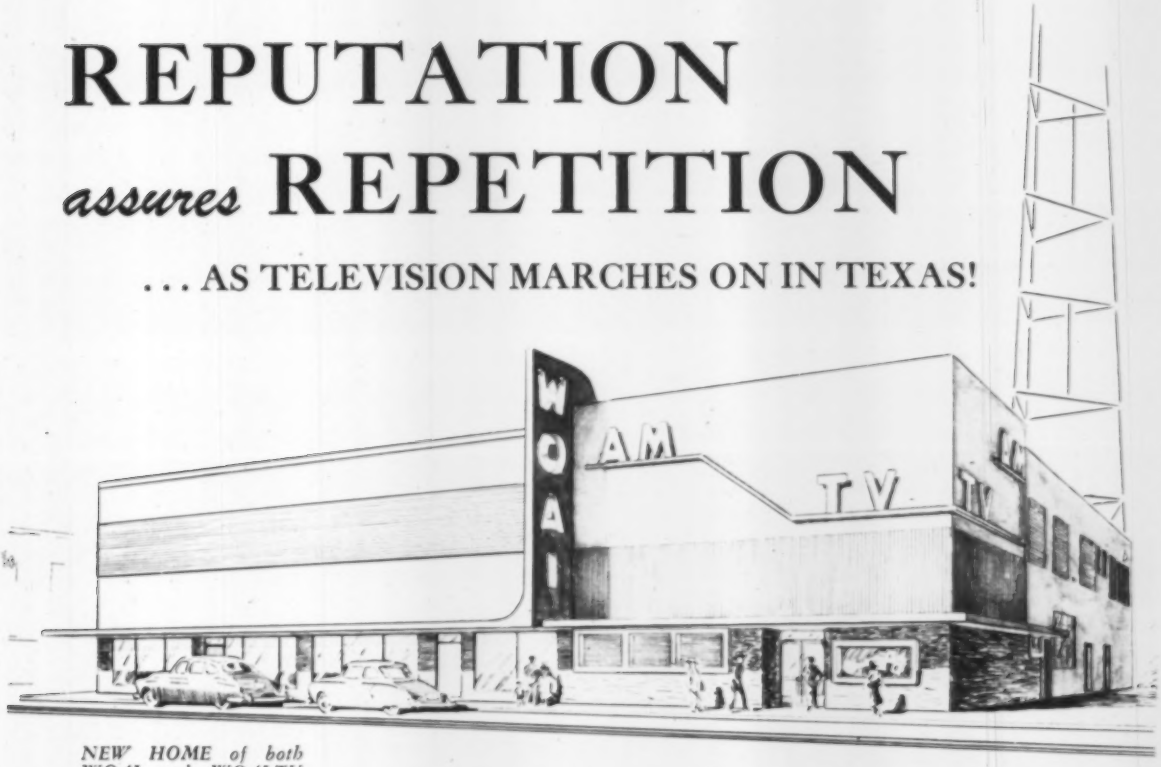
When he returned to C-K later in 1945, the agency decided to reactivate its radio division, which had been integrated into other departments during the war years. Mr. Stolzoff got the nod as director. Two years ago, when C-K opened one of the first agency TV departments in the country, his work was broadened to include television as well. From that time until the present, Mr. Stolzoff has traveled in high gear. He has covered 20,000 miles visiting stations throughout the East and Midwest. He has added to C-K's already sizeable list of radio accounts, a roster of video clients equal to that of most large agencies.

Schuster's, a Milwaukee department store, uses 16 one-minute films weekly, as well as five-minute programs and special shows on WTMJ-TV, the *Milwaukee Journal* station. The Plankinton Packing Co. uses 15-minute

(Continued on page 40)

REPUTATION *assures* REPETITION

. . . AS TELEVISION MARCHES ON IN TEXAS!



NEW HOME of both WOAI and WOAI-TV

SAN ANTONIO . . . plus thousands of other people throughout South Texas . . . eagerly await their first television station, WOAI-TV. It will be here before the end of the year!

WOAI-TV will be launched with several advantages:

It will be operated by the same management that in nearly three decades of AM Radio has molded WOAI into one of America's leading stations.

WOAI-TV will be under the guiding hands of experienced television personnel . . . in engineering, programming and production; in other departments by a staff trained through years of AM service.

Thirdly, it will be in TEXAS, where big things have a habit of growing even BIGGER!

Reputation of WOAI, known and respected from coast to coast, will be a precious heritage of WOAI-TV. This reputation assures REPETITION in the life of its bounding new baby brother, WOAI-TV!

WOAI-TV

SOUTHLAND INDUSTRIES, INC.

CHANNEL 4

San Antonio

TEXAS

Respects

(Continued from page 38)

shows following WTMJ-TV's telecasts of pro and college football games, and also a number of TV spots. First Federal Savings & Loan sponsors a large schedule of announcements, and Marine National Exchange Bank uses a weekly half-hour live show, *Salute to Industry*, as well as spots—all on WTMJ-TV, Milwaukee's only video outlet. The Golden Rule, St. Paul department store, is co-sponsoring with Donaldson's Minneapolis store, eight announcements weekly on KSTP-TV St. Paul-Minneapolis. They are committed to a schedule of additional spots on KSTP-TV later in the year, along with a schedule on WTCN-TV Minneapolis. Campaign is reportedly the largest TV announcement schedule in St. Paul-Minneapolis. The Broadway House of Music, Pflugradt Co. (GE distributor), Milwaukee Co. (investments), and the Bentley Construction Co., all of Milwaukee, are consistent users of schedules on WTMJ-TV.

Under Mr. Stolzoff's direction, Schuster's uses 25 hours of radio programs weekly on five Milwaukee stations. It is believed to be the biggest single market user of radio in the country. Hoberg Paper Mills airs a heavy schedule of one-minute ET's in scattered markets, and Milwaukee's Fox Theatres use station breaks on most of the city's stations. The Plankinton Co. uses station breaks throughout Wisconsin, and First Federal Savings has announcements on four Milwaukee stations, in addition to its TV programs. The Golden Rule has nine hours of radio shows weekly, the largest schedule in the Twin Cities. Other C-K radio accounts are Luick Dairy, Bluemound Gas & Oil, Chevrolet Dealers of Milwaukee County, McConnon Co., and Amity Leather Products.

In addition, the agency prepares radio material used throughout the country by dealers handling ABC Washing Machines and Ironers, Hamilton Clothes Dryers, Wilcox-Gay Radio-Phonograph Recorders and Television Receivers, Mirro Aluminum and the Mirro-Matic Pressure Cooker.

National TV Plans

A number of C-K accounts have national television plans under consideration. One client has commercials filmed, and several others are scheduled for early shooting.

One of the reasons for Mr. Stolzoff's TV enthusiasm is his conviction that the new medium will put an end to the old radio notion that "you've got to be in New York or Hollywood." With the growing importance of film, he believes commercials can be shot just as well, and more economically, right in the Midwest. Programs can be filmed in whole series in the East or Hollywood, ruling out the need for being on one of the coasts every week. Other programs can be handled, he says, by package producers or can originate in Chicago.

A facile writer, Mr. Stolzoff is a frequent contributor to the trade press, and has ghost-written a book on nutrition—for the layman. One of his articles appeared in a nationally circulated popular magazine in 1946.

He likes to fish, and talks about it all summer—but rarely gets in more than two week-ends yearly because of the pressure of work. Another of his hobbies—reading—has fallen behind. His office and bedroom are heaped with books and magazines he's "going to read next week."

Active in Wisconsin politics, Mr. Stolzoff has handled campaigns for a number of candidates and is a worker for the Republican party.

DAY NAMED

To Direct 1950 News Meet

NEWS DIRECTOR Charles Day of WGAR Cleveland will direct next year's second annual conference for radio news editors at Kent State U., Kent, Ohio, according to announcement by Prof. William Taylor, chairman of KSU's school of journalism. The date for 1950 sessions is June 17.

Mr. Day, who also is president of the Ohio Assn. of News Editors, served on the advisory council of the first conference held at Kent in June. Sessions were attended by some 50 radio news editors from Ohio, Michigan and Pennsylvania. Robert S. French, dean of Ohio newscasters and general manager of WVKO Columbus, was director.

RADIO WEEK

Observance Details Set by Planners

DOMINANT THEME of National Radio Week (Oct. 30-Nov. 5) will stress the good deal the American public gets via radio.

That was made known Tuesday at a meeting of the planners of the observance in the Statler Hotel, New York.

In plain words the American public will be told by newspaper ads that the greatest array of talent ever known is now available free to it at the twist of a dial.

Also made known at the meeting was the fact that for the first time National Radio Week will also embrace television. In areas where there are both radio and television, ads and promotional material will headline the observance as National Radio and Television Week.

In preparation for the week, newspaper ads are now being readied. These will be made available to papers free in mat form. The papers will seek set dealers and perhaps station owners to pay for the ads. Last year more than 500 newspapers sold full page ads on that basis.

The meeting drafting the outlines of the observance was a joint one of RMA Advertising Committee and the NAB National Radio Week Committee. Both organizations are jointly managing the observance as in years past.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc., of the RMA committee, and Gordon Gray, vice president of WIP Philadelphia, who is chairman of the NAB committee, will be co-chairmen of the effort. Both were present at the New York meeting.

Others present: From the RMA committee—Stanley H. Manson, manager of advertising and public relations of Stromberg-Carlson Co., Rochester, N. Y., chairman; Herbert F. Guenin Jr., RCA Victor Div. of RCA; Lee E. Petitt, General Electric Co.; Earl L. Hadley, advertising director, Westinghouse Electric Corp.; Ellis L. Redden, Motorola Inc.; Charles W. Snider, Sparks - Withington Co.; Bond Geddes, executive vice president, RMA, and James D. Secrist, director of public relations, RMA. From NAB—Maurice B. Mitchell, NAB's Broadcast Advertising Bureau, and Robert K. Richards, director of public relations.

UNION LABEL COUNCIL (AFL) has cited WNJR Newark, N. J., for its "outstanding cooperation with trade union movement" at quarterly convention of council in Asbury Park, N. J. Station airs poineer union label radio series *Turning Points*.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers	120	*53	51	126%	135%
Time Purchased by Local Advertisers:					
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

** Exclusive of 23 advertisers on a 'promotion-deal'.*
*** In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station"

WQUA

RADIO CENTER MOLINE, ILL.

REPRESENTED BY RAMBEAU

Bruff W. Olin, Jr., Pres. & Gen. Mgr.

YOU DON'T NEED A PROPHET

to tell you there's profit

IN MEMPHIS

by using

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JUNE 19-25

NIELSEN-RATING †

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
		EVENING, ONCE-A-WEEK			
1	1	Lux Radio Theatre	6,323	16.1	−2.1
2	6	My Friend Irma	5,027	12.8	−1.1
3	7	Walter Winchell	4,674	11.9	−0.5
4	4	Mr. District Attorney	4,438	11.3	−2.8
5	3	Crime Photographer	4,281	10.9	−4.2
6	5	Mr. Keen	4,202	10.7	−3.2
7	2	Suspense	4,202	10.7	−4.5
8	17	Our Miss Brooks	4,085	10.4	−0.3
9	9	Godfrey's Talent Scouts	3,888	9.9	−2.5
10	21	Bob Hawk Show	3,731	9.5	−1.0
11	8	First Nighter	3,692	9.4	−3.0
12	26	Lum 'n' Abner	3,692	9.4	−0.9
13	22	Adventures of Sam Spade	3,692	9.4	−1.0
14	20	This Is Your F.B.I.	3,653	9.3	−1.2
15	24	Inner Sanctum	3,653	9.3	−1.1
16	18	F.B.I. in Peace and War	3,613	9.2	−1.4
17	10	Ford Theatre	3,574	9.1	−3.0
18	11	Mr. Chameleon	3,535	9.0	−3.0
19	14	Fat Man	3,495	8.9	−1.9
20	15	Dr. Christian	3,495	8.9	−1.8
		EVENING, MULTI-WEEKLY			
1	1	Lone Ranger	2,749	7.0	−1.0
2	3	Beulah Show	2,553	6.5	−0.9
3	2	Counter-Spy	2,435	6.2	−1.3
		WEEKDAY			
1	1	Arthur Godfrey (Ligg. & Myers)	3,731	9.5	−0.4
2	3	Right to Happiness	3,221	8.2	−1.0
3	2	Pepper Young's Family	3,181	8.1	−1.2
4	5	Young Widder Brown	3,103	7.9	−0.7
5	8	Arthur Godfrey (Nabisco)	3,024	7.7	0.0
6	6	Backstage Wife	3,024	7.7	−0.7
7	4	When A Girl Marries	2,906	7.4	−1.4
8	12	Our Gal, Sunday	2,828	7.2	−0.3
9	10	Ma Perkins (CBS)	2,789	7.1	−0.5
10	15	Big Sister	2,789	7.1	0.0
11	7	Stella Dallas	2,789	7.1	−0.9
12	18	My True Story (Libby)	2,789	7.1	+0.3
13	9	Wendy Warren	2,749	7.0	−0.6
14	17	Arthur Godfrey (Gold Seal)	2,710	6.9	0.0
15	22	Romance of Helen Trent	2,710	6.9	+0.4
		DAY, SATURDAY			
1	2	Armstrong Theatre	3,653	9.3	+1.0
2	3	Grand Central Station	3,613	9.2	+0.9
3	1	Stars over Hollywood	3,181	8.1	−0.4
		DAY, SUNDAY			
1	1	House of Mystery	2,121	5.4	+0.6
2	5	Juvenile Jury	1,650	4.2	+0.6
3	3	Quiz Kids	1,571	4.0	−0.3

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NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,275,000—THE 1948 ESTIMATE (REVISED) OF TOTAL U. S. RADIO HOMES.
(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.

THACKREY SALE
FCC Can't Act by Deadline

FCC RULED last week it could not dispose of the sales applications of KLAC-AM-TV Los Angeles and KYA San Francisco by Aug. 1 contract deadline and without the hearing it previously ordered [BROADCASTING, July 25].

Mrs. Dorothy Schiff Thackrey, who proposes to sell the radio properties for combined price of $1,045,000 to Warner Bros. Pictures Inc., petitioned FCC fortnight ago for the expedited action in order to secure either grant or denial before Aug. 1, date when the sales agreements expire. The Commission had been informed the contract would not be extended by Warner Bros.

Mrs. Thackrey had asked that the hearing, ordered July 13 for additional information on the sale [BROADCASTING, July 18], be dispensed with and the bids heard in oral argument. An alternative requested was that the FCC reconsider its order for hearing and require the parties to supply the additional data in such time that the Commission could take action by Aug. 1. Both proposals were denied by the Commission as insufficient.

Don't do anything until you hear from Lang-Worth!

Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!

LANG-WORTH
feature programs, inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Nonaffiliates

(Continued from page 26)

that NAB should be the focal point of unity."

A subcommittee headed by Arnold Hartley, vice president and program director of WOV New York, will undertake a compilation of national foreign language groups for the use of foreign language stations. The study, first of its kind to be launched under NAB auspices, will also develop comparative coverage figures for those stations as well as newspapers.

Mr. Hartley's group will work with State Dept.'s Voice of America, the UN and ECA to obtain foreign language programs for domestic use.

Sports broadcasting came in for considerable discussion during the two-day session. The committee requested that NAB appropriate personnel to compile a document setting forth all statutes, rules and regulations of professional and amateur sports and press associations. In addition, the document would include rules governing sports broadcasts as provided by transmission companies, such as Western Union. It would be used as a guide by operators throughout the country.

The committee went on record as favoring certain study of repeal of all taxes affecting the flow of commodities and particularly the need for repeal of luxury taxes which constitute a handicap to the normal flow.

The disc-jockey continuities are to be prepared by Martin Block, creator of *Make Believe Ballroom* program featuring recorded music. Chairman Cott said the idea grew out of the committee's liaison efforts with the Advertising Council to embrace such unaffiliated stations in the council's allocations plan.

Attending the meeting were Chairman Cott; Melvin Drake, WDGY Minneapolis, Minn.; Lee W. Jacobs, KBKR Baker, Ore.; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis, Tenn.; Ben Strouse, WWDC Washington, and board liaison member Frank U. Fletcher, WARL-FM Arlington, Va.

Excused were Lawrence W. McDowell, KFOX Long Beach, Calif., and Glenn Shaw, KLX Oakland, Calif., the other board liaison member.

Present for NAB were Justin Miller, president; Maurice B. Mitchell, director of Broadcast Advertising Bureau; Kenneth H. Baker, research director and acting president of Broadcast Measurement Bureau, and Robert K. Richards, public relations and publications department director.

C. E. Arney Jr., NAB secretary-treasurer, acted as secretary for the committee meeting.

CATHOLIC RADIO

Meet Held at Notre Dame

LAY and clergy members of the Catholic Broadcasters Assn. met at the U. of Notre Dame in South Bend, Ind., Saturday for discussion of practical approaches to radio and television programming. More than 100 members from various sections of the U. S. and Canada were expected late last week to enroll for this third annual session.

The conference opened Friday evening with a dinner, at which the key speech was to concern Catholic radio and its importance. Saturday morning panel discussions were to be divided in interest among these program types: (1) Lay local, concerning sustaining time acquired by lay or clergy representatives or acquired by Church representatives for general interest programming; (2) local clergy, in which local priests present informational or devotional material; (3) school section, in which William A. Coleman of Fordham U., Bronx, N. Y. supervises high school and college radio workshop activities, and (4) national shows, live and transcribed, network and local.

This year, because of inroads made by television, the conference was expected to give greater emphasis to the medium. One of the special guests was Anthony L. Ostheimer of Philadelphia, chairman of CBA's television committee, who cut short a tour of Alaska to attend the sessions.

Others planning to attend late Thursday: The Rev. Hugh Noonan, O.F.M., Los Angeles, director of the *Hour of St. Francis*, 15-minute transcribed series; The Rt. Rev. Msgr. Francis X. Sallaway, chairman of CBA and archdiocesan director of Catholic radio in Boston, who was to preside at several panels; Dr. Adolf M. Wasilifsky, director of the radio department at St. Joseph's College, Emmitsburg, Md., a member of the CBA board, and Paul J. Taggart, also a board member, chairman of the lay local section in Wilmington, Del.

Also participating were Jerry Keefe, manager of WFJL (FM) Chicago, and Rosemarie McCarthy, one of his staff. WFJL is the only Catholic FM station not operating in conjunction with an educational institution. It took the air last spring.

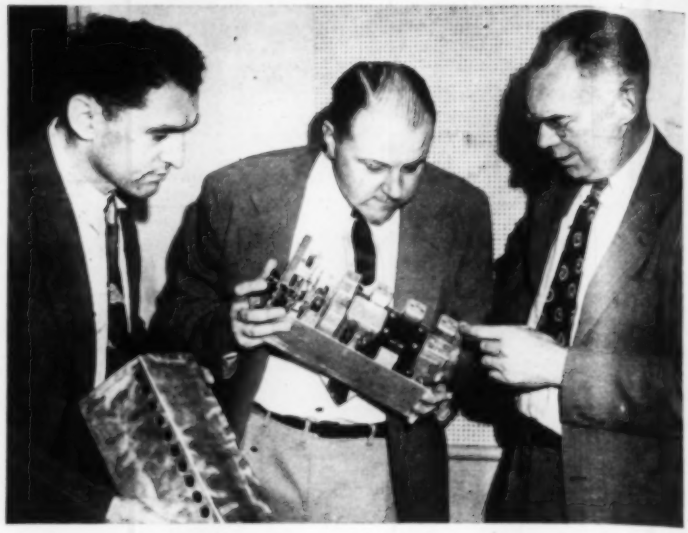
Each Catholic diocese in the United States should sponsor at least one Catholic broadcasting station—AM, FM or TV—William A. Coleman, chairman of radio and television at Fordham U., told members of the CBA.

Addressing the convention, Mr. Coleman, who is manager of WFUV, Fordham's FM station, and CBA vice president, also advocated the appointment of diocesan directors of radio and television "to coordinate locally the work of the radio apostolate."

Mr. Coleman declared that FM offers unlimited possibilities for such public service broadcasting as Catholic stations could offer, while "television cries out for use by Catholics as a potent medium of social and religious education."

Stressing the need for diocesan radio-TV directors, Mr. Coleman said in part, "no station manager should ever be in the position, as many have been, of wanting a good local Catholic program to round out his schedule and of not being able to obtain one easily."

He suggested that CBA members through channels suggest to ecclesiastical authorities the appointment of a priest or layman to act as liaison between church groups and the industry.



AN 11-TUBE automobile radio that will tune the entire FM band has been made for station cars of WPJB, FM station of the *Providence Journal*. The new set, less than six inches square and a foot long, is examined by H. William Koster (center), WPJB manager. With Mr. Koster are George Sharpe (r), station engineer, and Charles Snell, representing Barber & Howard, a Westerly, R. I., electronics research firm which developed the set. Mr. Snell holds the aluminum case in which the receiver is mounted.

Richards

(Continued from page 27)

if any, are contemplated, upon effectuation of the proposed transfers, with respect to the voting, by Mr. Richards, of any stock in the licensees of stations KMPC, WJR and WGAR other than the stock transferred in trust under the provisions of said trust indenture.

8. To determine, in the light of the information adduced pursuant to issues 1, 2 and 3 above, the proposed program policies to be followed by said licensees after effectuation of the proposed transfers.

9. To determine whether the proposed transferees are legally, technically, and otherwise qualified to hold legal title to and vote the stock of Mr. G. A. Richards proposed to be transferred.

10. To determine whether, upon the basis of the information adduced pursuant to the above issues, a grant of said applications would be in the public interest.

Issues for the WGAR renewal phase of the hearing are substantially the same as Nos. 1, 2 and 3 in the trusteeship phase, plus the following:

4. To determine the accuracy of representations in respect to any of the matters set forth in the foregoing issues [1, 2 and 3], made in affidavits and pleadings submitted to the Commission by and on behalf of G. A. Richards.

5. In the light of any facts adduced under the foregoing issues [1, 2 and 3], to determine the qualifications of WGAR Broadcasting Co. and whether a grant of said application would serve the public interest, convenience and necessity.

CANADIAN Broadcasting Corp. has granted CFCF-FM Montreal special permission to broadcast FM programs not aired on its AM affiliate.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

A Service of Broadcasting Newsweekly

TELECASTING

AUGUST 1, 1949

UHF-VHF HEARING

Postponed by FCC To Sept. 26

YIELDING to mounting industry demands, FCC last Thursday postponed the start of its UHF-VHF television hearing from Aug. 29 to Sept. 26.

The date for filing comments and counter-proposals on the far-reaching proposed changes in standards and allocations was moved from Aug. 8 to Aug. 26, and the deadline for answering these was delayed from Aug. 19 to Sept. 12.

The postponements, considered virtually inevitable from the beginning [BROADCASTING, July 18], were occasioned by requests from 14 participants who emphasized the inadequacy of the time which had been allotted for appraisal and comment of the proposal.

The Commission also announced "editorial" changes in its original proposals and amended the allocation table to substitute Channel 13 for Channel 12 at Shreveport, La., and Channel 11 for Channel 10 at Marquette, Mich., and to delete Channel 10 at Lawton, Okla. FCC also sought to clear up the false impression, which it felt was given in its original proposal, that the VHF work of the Ad Hoc Committee was also used in preparing UHF charts.

Although most industry spokesment indicated they would need the full time allowed for consideration of the UHF-VHF proposal, some reactions already were beginning to trickle in. Elsewhere the plan remained a topmost topic of discussion and speculation, particularly with respect to the probable dates when UHF and color can be put into broad-scale use.

ABC, one of those who petitioned for more time, also cautioned the Commission that the proposed intermixing of VHF and UHF channels would retard development of UHF and impede set sales in the communities involved. The network contended it is possible to allocate additional VHF channels to many markets which need them, and also requested that the forthcoming hearing be conducted in two parts: The first devoted to general questions, the second to specific allocations.

In a speech before the Music Industry Convention in New York on Thursday (see story page 28), Vice President John W. Craig of Avco Mfg. Corp. advised his listeners not to expect UHF stations to go on the air "right after these hearings end, or any time soon thereafter."

He thought both color and UHF telecasting will require "a great amount of work" before they can meet the exacting standards of commercial operation.

With respect to color, he said:

There are a few vocal individuals—some in Washington—who, either not knowing or not wanting to know the facts, make it a point to harass the industry by insisting that steps be taken in color television which the industry is not technically prepared to take. Sound heads have prevailed to date. Sound heads, I feel sure, will continue to prevail in color development as they did in radio and the television service we have today.

The FCC and the industry must guard against hasty adoption of a system which, passable for the moment, might shackle future color development. . . . Color television for the public is a number of years away.

President William Balderston of Philco Corp. told the Philco national distribution convention in New York on Monday that UHF service is probably three years away, and that at least two or three years will be needed to perfect color and provide service on any extensive scale.

He reiterated Philco's view that UHF "is the only way that a great many of the smaller communities will ever be able to get television service." On the basis of FCC's proposed UHF - VHF allocation he predicted that "the areas presently having television will continue to rely almost entirely on the present channels and will not need tuners," and that "the UHF band will be used to open new markets." It will not be required in "most of the great metropolitan markets," he declared.

Mr. Balderston also called upon FCC to lift its VHF freeze "in order that additional communities can be served with television programs and this great new industry can grow and prosper."

Dr. Allen B. DuMont, president of DuMont Labs, told BROADCASTING, that he felt FCC's proposed allocations technically would provide "reasonably good service, if the proposed spacings are held to." But he questioned the economic implications, and felt that as a whole the plan points to one-network service, or maybe two.

Noting FCC's provision of chan-

(Continued on page 81)

COLOR

Video Experiments, Tests Flourish

COLOR TELEVISION developments began to break with increasing tempo last week as:

● RCA, according to reliable sources, was reported ready to take out of the laboratory and begin field testing of advanced color TV methods.

● Additional color TV experimental authorizations were made by FCC to WMAL-TV Washington and to RCA at Camden.

● CBS announced details of its already approved month-long color TV tests in New York.

The RCA plans, closely guarded until fully complete, would call for demonstration of the methods before the FCC's full-dress television hearing to commence Sept. 26 if the tests could be properly set up in time (see story this page). Equipment is to be moved right away to Washington where the transmitter, studios and facilities of RCA-NBC's WNBW (TV) are available.

It was learned that the continuing research on color TV at RCA has reached the point that it is desirable to bring some laboratory apparatus into the field for preliminary tests. It was revealed further that RCA has reached a point beyond that demonstrated two years ago by following the same basic principles shown then. The electronic system was shown at Camden during the color television hearing before FCC at that time [BROADCASTING, Dec. 16, 1946, March 24, 1947].

WMAL-TV was given permission by FCC to pick up and rebroadcast the color TV experiment being staged by WMAR-TV Baltimore Aug. 17-19 in conjunction with Johns-Hopkins U. and Smith, Kline & French Labs., pharmaceutical maker. [BROADCASTING, July 25]. CBS is supervising the demonstration which will be similar to that at Atlantic City earlier this summer before the American Medical Assn. The observation receivers, which will add the color to the multiple black-and-white signals by the CBS mechanical method, are to be located in the National Guard Armory, Washington. No word had been received by FCC at week's end as to whether AT&T would supply a 4.5 mc coaxial cable as requested for the experiment [CLOSED CIRCUIT, July 25]. The cable would allow comparison with direct air pickup of the colorcasts by WMAL-TV and direct pickup at the Armory of the WMAR-TV signals.

The experimental grant to RCA's W3XEP last week at Camden was for investigation of 6 mc color transmission on Channel 10 (192-198 mc) during periods when WCAU-TV Philadelphia is not operating. The tests, to commence Aug. 1 for 60 days, reportedly will be on parts of various mechanical systems of color transmission as a check on similar tests made by the firm several years ago. At that time RCA felt the systems were impractical for a commercial service.

CBS began its color transmissions last week via its WCBS-TV New York.

Aired in the morning hours between 9 a.m. and noon, when no regular programs are scheduled, the special color telecasts are transmitted on the station's regular assignment, Channel 2 (54-60 mc). This marks the network's first work with color telecasting in the VHF section of the spectrum since prewar days. All of the CBS previous postwar color work was done in the UHF frequencies.

The colored images are broadcast via the mechanical revolving filter system developed by CBS during the war years, refined and adapted for use with a 6 mc band instead of the 16 mc band used in the network's immediate postwar experiments. CBS TV engineers and officials are receiving the current color broadcasts on either the color sets built by Zenith or on black-

(Continued on page 81)

TV FILM TIEUP

New York Processing Labs Hit

TEVEVISION'S supply of kinescope film prints and newsreels appeared to be in grave danger of being cut off by the threatened strike of 1,800 film laboratory technicians in 17 New York laboratories when BROADCASTING went to press.

At press time no break in the deadlock between union and management had taken place to head off the strike scheduled for midnight yesterday (Sunday). Negotiations between the two sides had ended Tuesday.

Although Federal Conciliator J. R. Mandelbaum was making every effort to find a basis for getting the two sides back around a conference table, this had not materialized Friday.

Networks acknowledged that in the event of a strike they would be unable to service stations with kinescope films. The networks farm out the making of prints to the laboratory companies involved. Those laboratories, largest in the world, also make the bulk of the prints shown in moving picture theatres throughout the country. Similar installations in Hollywood and Chicago are said to be smaller.

John J. Francavilla, president and business manager of Local 702, Motion Picture Laboratory Technicians, IATSE, AFL, said that if the strike should occur it would be impossible for films usually processed in New York to be shipped to either Hollywood or Chicago for processing. He explained that since labs in those cities were manned by members of IATSE, those labs would not be in a position to handle "struck" work. They would merely handle their usual work loads.

"Our quarrel is not with television companies nor with television networks," said Mr. Francavilla. "We know they are concerned by telephone calls we've received. But we feel the laboratories are leaving us no alternative by their adamant position. We're sorry if their customers, like the television networks, get hurt."

The union's main demand is for a 32-hour work-week at the pay for a 40-hour week. The union claims this is necessary as a spread-the-work device because technological improvements in the industry have resulted in forcing many of its members to work short weeks.

For over a week all the laboratories affected have had strike notices posted on their bulletin boards. The notice says:

"To all members of 702 IATSE:

"Pursuant to authority granted by the membership, the executive board of this local union has declared a strike in this laboratory effective midnight July 31, 1949."

The union expects to begin picketing at the midnight hour at three plants which have midnight shifts: Pathe, De Luxe Labs and Paramount News. The other plants will be manned by pickets the following morning, said Mr. Francavilla. The union has made arrangements for three strike headquarters, two of them in New York and a third atop the fire house at Fort Lee, N. J., where Consolidated Film Labs, a subsidiary of Republic Pictures, is situated.

Steps taken after the severing of relations Tuesday included a meeting on Wednesday between Conciliator Mandelbaum and the employers group, headed by Joseph E. McMahon of Republic Pictures. This was followed by a meeting of the employers Thursday afternoon.

As that meeting was going on, it was said by the union that only a reversal of the employers stand could avert the strike. The union said the employers stand was that it would offer nothing that would increase operating expenses.

RTDG BOARD

Holds Three-Day Meet

THE PRACTICE by networks of deducting a portion of commercial fees paid to directors of sponsored programs was hit by the Radio and Television Directors Guild's national board at a three-day meeting in New York ending July 24.

The RTDG condemned the practice as a "kickback." A spokesman for the guild said the rate of deductions taken by networks amounts often to 25% of the commercial fee—equal sometimes to the director's staff salary.

The board also took cognizance of the radio blacklist issue which developed out of the resignation recently of Guildsman William McD. Sweets from the Phillips H. Lord Inc., show packagers (See story this page). The board authorized President Lester O'Keefe to appoint a committee to meet and cooperate with the New York local committee investigating the reported blacklist.

The guild approved contracts negotiated for directors at WPIX (TV) New York, WJZ-TV New York, KNX Hollywood, and for New York directors at MBS.

It elected Mel Williamson, Hollywood, first vice president; Ernest Ricca, New York, third vice president, and Earl McGill, New York, treasurer.

ASCAP Extends

ASCAP board, meeting Thursday, extended for another month its TV licenses, granting full use of all ASCAP music on video programs through Aug. 31. Negotiations now in progress between NAB and ASCAP committees will determine the rates to be paid for these rights, which will be retroactive to Jan. 1, 1949.

TV EXTENSIONS

Denied In Two Cases

APPLICATION for extension of completion date of WPDQ-TV Jacksonville, Fla., was dismissed by FCC last week at the request of the station. Deletion of the permit for the TV outlet now is virtually automatic.

Jacksonville Broadcasting Corp., which also operates AM station WPDQ there, was given dismissal of its TV extension bid without prejudice. The extension request had been set for hearing to determine if diligence had been exercised in construction of the TV station [BROADCASTING, May 9].

Meanwhile, the Commission last week took action also in two other TV cases. FCC denied the extension bid of WJIM-TV Lansing, Mich., "on basis of apparent lack of diligence of permittee." The Commission set aside its action of June 29, denying extension to KTLX (TV) Phoenix, Ariz., and upon the station's petition granted extension to Nov. 27.

WJIM-TV, owned by WJIM Inc. which operates AM station WJIM Lansing, was given 20 days in which to request hearing upon its bid for additional time to build its facilities. Comr. George E. Sterling voted to grant the request for extension.

KTLX, owned by Phoenix Television Co., informed the Commission it has invested some $67,500 in construction of its facilities and that it would be on the air with test pattern in 90 days and ready for commercial operation within 120 days.

BLACKLIST

RTDG Committee Starts Investigation

INVESTIGATION into the alleged blacklist firing of Radio Director William McD. Sweets was started last week by the Radio and Television Directors Guild.

On Tuesday a committee of the RTDG, under leadership of Lester O'Keefe, national president, called at the Phillips H. Lord Inc. office in New York to see what it could do in the Sweets case. RTDG did not announce the results of the meeting but a union spokesman said the purpose of the session was to obtain the facts in the resignation of Mr. Sweets from the Lord *Counterspy* and *Gangbusters* shows.

The Lord office has claimed he resigned for other work. He claims he was fired for political activity and because agencies and sponsors brought pressure to bear on the Lord outfit as the aftermath of letters from listeners and organizations protesting his alleged Communist sympathies.

In seeking the facts, said the guild spokesmen, the committee was merely implementing two resolutions of its New York local in a resolution which called the Sweets dismissal "gross injustice" and authorized a committee to bring the resolution to the notice of the Lord office [BROADCASTING, July 18].

Since the same resolution also mentioned contacting the sponsors and agencies involved in the two Sweets-directed shows, it was expected that next step of the RTDG committee will be to attempt to meet with representatives of those organizations. *Gangbusters* is under General Foods sponsorship through Young & Rubicam while *Counterspy* is sponsored by Pepsi-Cola through Biow Co.

New Development

Introduction of the Guild's national board into the blacklist inquiry was a new development. The board met in New York for three days ending July 24 (see story this page) and as part of its business discussed the alleged blacklist. The board then authorized President O'Keefe to appoint a committee to meet and cooperate with the fact-finding committee of the New York local. After a report by the national committee on the facts, the national is to take action. Committee appointments by Mr. O'Keefe were: Tom Bennet, Murray Bolen, Lyle Barnhart, Charles Vanda, Mel Williamson, Hal Miller, Oliver Nicoll.

Also supporting the inquiry into the alleged blacklist are AFRA and National Assn. of Broadcast Unions and Guilds.

Further support was lent the unions last week by the Voice of Freedom Committee, the organization under chairmanship of Author Dorothy Parker which sets itself up as "a national network of monitors to democratize the national networks."

VOF's executive secretary sent messages to RTDG and AFRA as follows:

"Radio listeners are interested in the talent and not in the race, religion, or political beliefs of writers, directors and performers.

"Radio is too vital and important a medium for education and culture for the public to permit it to be stifled by blacklists.

"You can count on the complete support of our 2,500 monitors throughout the country in any action you undertake to oppose this new device for censorship of the air."

In union and agency circles there also was general disbelief about the existence of a blacklist. It was felt, however, that the Sweets matter had to be investigated because of his prominence as a radio worker and former guild president and member of its national board.

TV 'SATELLITE'

Technique Reported By L. E. Parsons

A SATELLITE television "station" which he believes to be the answer foreseen by FCC Chairman Wayne Coy in his "railroad system of television" speech at the NAB Convention in Chicago has been developed by L. E. (Ed) Parsons, manager of KAST Astoria, Ore.

He has designed and installed equipment which, he says, picks up the signals of KRSC-TV Seattle, 125 miles distant across a 3,000-foot mountain range, and re-sends them via private lines to other receivers scattered through the Astoria community.

He told BROADCASTING he has also constructed and is now conducting laboratory tests on a 500-mc transmitter which he plans to employ for rebroadcasts. He said he would apply to FCC for authority to operate it as soon as the current tests are completed.

Few Astoria television set owners can tune KRSC-TV because there are few good reception points in the area. Astoria not only is 125 miles and a mountain range away from Seattle, but also is at sea level.

Mr. Parsons said his development was prompted by his wife's insistence on "pictures with her radio." The "network" to other homes and establishments resulted from public demand. He said about 30 sets are now in use.

Mr. Parsons said the equipment consists of especially designed amplifiers and converters for receiving on Channel 5, with output on Channel 2. He told BROADCASTING the quality of reception is equal to that ordinarily received in primary service areas "except for some slight fade in clear weather."

Discussing his new transmitter, he said he "will use three receiving units in diversity setup to eliminate fade and heterodyne system of modulation of transmitter."

FCC authorities in Washington declined to comment on the development pending receipt of official notification and details from Mr. Parsons or the FCC field engineers in that area.

Mr. Parsons, however, felt his system might be the means of carrying television to hundreds of towns which cannot support a regular TV operation or are off the main coaxial lines.

ADVERTEST PLANS

Measuring TV Spot Impact

TELEVISION section of Advertest Research last week released details of a plan for measuring the impact of TV spot commercials.

The system rates spot commercials according to (1) the number of persons who can recall viewing an advertisement, (2) number of persons who can recall the channel on which they viewed the advertisement, (3) number of persons who can recall the time when they viewed the advertisement, and (4) the number of persons who can recall the content or format of the advertisement.

ZENITH

Black Video Picture Tube Planned for New Sets

BLACK TV picture tube, replacing the standard white and permitting a hike in clarity and contrasting tone values, will be introduced by Zenith Radio Corp. in Chicago today (Monday). This was revealed last week by Commdr. Eugene F. McDonald Jr., Zenith president, as he addressed stockholders at their annual meeting Tuesday.

The new "Glare-Ban Black" tube will appear on all new Zenith models, and will be introduced in national markets shortly. Same sets with white tubes sell for $10 less, Mr. McDonald said. Developed on the principle that "you can't get proper picture contrast by drawing on a white blackboard with white chalk," the new tube provides "all shades from dead black to brilliant white." At the same time, it "reduces glare on a video picture that can be viewed as comfortably in a lighted room as a picture on the wall," the president said. He estimated the tube increases picture clarity in lighted rooms 60%.

The black tube "will be even more widely copied in the industry than our giant circle screen," he predicted. The commander also told stockholders that the new Zenith line will incorporate provision for tuning the FCC's proposed 42 new channels in the UHF, as well as the present 12 in the VHF. This feature has been included in the past models.

Mr. McDonald introduced the first production model of "The Miniature," hearing aid device now being manufactured, which will sell for $75. He said the firm expects to continue expansion in this phase of its operations.

All 11 officers of the corporation were re-elected at the meeting, as were the following directors: Mr. McDonald, Ralph Hubbart, Karl E. Hassel, Hugh Robertson, Frank A. Miller, Irving Herriott and Irving Allen.

Zenith Radio Corp. stockholders also voted approval of a contract between the manufacturing firm and Television Entertainment Corp. Inc., by which the latter gets exclusive rights for promotion and licensing of Phonevision.

TECO, recently incorporated by the State of Illinois, was organized to handle Phonevision bookings.

Ohio Games on TV

ALL FIVE HOME football games of Ohio State U. will be telecast this fall by Crosley Broadcasting's WLWC (TV) Columbus under sponsorship of Columbus Chevrolet distributors, according to Station Manager James Leonard. WLWC will start with the OSU opener with Missouri Sept. 24. WLWC Director of Sports Joe Hill will do descriptions. OSU will receive $1,500 each game for telecast rights.

DIFFERENCE between monitor screen and engineer's oscillograph is explained to Far Eastern visitors by Commdr. Mortimer W. Loewi (center), director of DuMont TV Network. Guests on tour of DuMont's key station, WABD New York, are (l to r) Shigenao Nakamura, chief, Foreign News Div., Toyko; Jiro Nanye, chief, Program Operating Board, Toyko, and Jun Ho Bae, Korean announcer and script writer.

EXCHANGING greetings before New York-Washington Firemen's benefit baseball game at Griffith Stadium, Washington, are (l to r) Eugene S. Thomas, WOIC (TV) Washington gen. mgr.; Washington Fire Chief J. S. Mayhew, and Wash B. Williams, pres., American Sales Corp., local Schlitz beer distributor. Schlitz sponsored telecast on WOIC.

PROUDLY displaying sign looking toward start of KBTV (TV) Dallas by Sept. 1 are (l to r) Lou Pett, DuMont TV sales engineer; Tom Potter, KBTV owner, and Fred Knieff, International Derrick & Equipment Co. sales representative. DuMont is manufacturing and installing KBTV transmission equipment. Station will be on Channel 8.

CHESTERFIELDS

A Video Spot Is Born

SIXTY DAYS to 60 seconds is the ratio between the time of preparation and the time needed to telecast the video film commercial based on the selling theme: "More and more people are smoking more and more Chesterfields."

* * *

Opening with a line-up of Chesterfield packages apparently extending back to infinity, or at least beyond the horizon [top picture], the film shifts to a short sequence of factories whose buildings and chimneys alike contract and expand in their concentrated effort to produce enough Chesterfields to meet the growing demand [picture 2]. From the factories run tiny trains whose cars, seen in close-up, turn out to be built of Chesterfield packages, traveling across the country with a varying landscape in the background.

Suddenly the viewer beholds a map of the U. S. completely covered with packs of Chesterfields which are almost immediately snatched from the scene by dozens of hands [picture 3]. More packs, forming the letters A B C, are as swiftly grabbed by eager hands. A blueprint is pierced by a flag, then a building, and a new plant modeled on the new Chesterfield factory in Durham, N. C. [picture 4], joins the pulsating line of Chesterfield production points. The picture ends with a mound of earth rising from a map, a giant pack of Chesterfields rising through the mound and several cigarettes rising from the pack [picture 5].

Ben Franklin, who produced the film for Newell-Emmett Co., New York, Chesterfield agency, made scores of models and moved them hundreds of times to get the 1,440 separate photographs which make up the one-minute film. Using "stop-motion" technique, he and his assistants set up a scene, such as the factory area, photographed it once, moved the pieces a fraction of an inch, photographed them again, and repeated the process painstakingly over and over. To make a chimney puff required turning out on lathes a dozen models in various stages of distension.

Photographed, assembled and projected at normal speed, the inanimate objects come to life for the viewer in a way that dramatically drives home the words of the announcer about Chesterfields and the way more and more people are smoking more and more of them.

Film Report

HOFFBERG PRODUCTIONS, New York, has announced that it will shortly release 13 feature films of from 20 to 45 minutes each for television programming. Included in group is "Panic at Madame Tussaud's," thriller, in setting of London's famous waxworks, as well as "Memories of Shakespeare," biography of Bard of Avon, and "The Works of Charles Dickens," combining life story of Dickens and extracts from his works. . . . Recently formed **TEEVEE Inc.**, Hollywood, has released three television trailers, two one-minute and one five-minute, for use by movie exhibitors in TV cities for promotion of "Roseanna McCoy."

Alex North, composer, is preparing musical scores for three documentary films being produced on location in Venezuela by Princeton Film Center, Princeton, N. J. Release of productions is planned for early fall, when last of films "Transportation—Symbol of Progress" is completed under direction of **Henwar Rodakiewicz**. . . . **Jerry Fairbanks Inc.**, Hollywood, is setting up special division for handling film commercials in both New York and Chicago. Decision to establish production units in each city springs from inferior local production of spots, according to Mr. Fairbanks. **Sam Goldwyn** is producing.

Edward L. Gershmann, vice president and business manager of **United Productions of America**, Hollywood, is currently on three week trip of Chicago, New York and Washington to show firm's latest television output. While in New York, Mr. Gershmann will discuss new series of nine Ford TV subjects with officials of J. Walter Thompson Co. Series to be built around "Dr. Suess" characters. . . . Agencies and prospective sponsors will receive eight-page brochure from **United Videogram**, Minneapolis, outlining content of its TV packages. Specials offered include one-minute animated "Videogram," spot and partially animated commercials, 5, 10, 15 and 20-minute feature films. Same firm is offering *The Marines' War* to national advertisers for fall sponsorship, for $130,000. Series includes 13 chapters, with 200,000 feet of Marine Corps and captured Japanese combat films, edited on basis of book by same name written by Fletcher Pratt, military historian. According to **Otis Carney**, Videogram president, series shows Pacific war through all stages, atomic bombings and Bikini tests. Chapters are supplemented with Navy shots and newsreel clips. Based on charges of $10,000 per chapter exclusive of time fees, cost per 1,000 viewers (assuming 2,500,000 sets in use by end of year) is estimated at one cent per thousand. Over three-year period, Mr. Carney estimates cost will drop.

James B. Harris, president of **Flamingo Films**, New York, and **David L. Woper**, secretary, are spending August and September on tour of 85 cities to visit 100 TV stations, either operating or under construction. Tour is in line with company policy of personal representation to boost television film sales.

SPEIDEL SIGNS

Sponsors Ed Wynn Show

SPEIDEL CORP., Providence, R. I. (watch bands), after considering two television shows last week [BROADCASTING, July 25], has signed a 52 week contract with CBS for sponsorship of the network's *Ed Wynn Show*, Thursday, 9-9:30 p.m., on the full CBS-TV network through its agency, Cecil & Presbrey, New York.

The other show under consideration by the advertiser was the Ritz Brothers, kinescoped and presented by their other agency Hirshon-Garfield.

The latter agency during the week-end of July 23-25 hired an impartial survey agency, Fact Finders Inc., to discover the television show most preferred for fall presentation. The survey was conducted in New York, Chicago, Philadelphia and Providence among a total of 520 people. They were asked, "Which of the following seven shows would you prefer to see on video in the fall?" The results were as follows: first, Joe E. Brown (a show also under option by Hirshon-Garfield but not submitted to Speidel); second, the Ritz Brothers; third, Victor Moore; fourth, Ed Wynn (the show Speidel bought); fifth, Bobby Clark; sixth, Bert Lahr, and seventh, Henny Youngman. In Chicago and Philadelphia, Joe E. Brown was first; in New York the Ritz Brothers came out first, and in Providence, Victor Moore was designated first choice.

In addition to the video show Speidel also sponsors a segment of *Stop the Music* on ABC through Cecil & Presbrey.

VIDEO HOOPERS

Second Network Report Out

SECOND Network TV Hooperating report was released last Wednesday, and covers 33 video cities, Indianapolis and San Diego having been added since the previous month. *Godfrey's Talent Scouts* and *Cavalcade of Sports* were not rated, having been off the air for all or part of June.

The first five network Teleratings (TV home-based estimates) for June are:

1.	Texaco Star Theatre (24 NBC-TV cities)	80.2
2.	Godfrey & Friends (26 CBS-TV cities)	42.0
3.	The Goldbergs (11 CBS-TV cities)	41.7
4.	Stop the Music (8-9 p.m. combined) (10 ABC-TV cities)	40.1
5.	Toast of Town (17 CBS-TV cities)	40.0

WLWT SPORTS

Thornburgh Outlines Coverage Techniques

By VERNON (RED) THORNBURGH
DIRECTOR OF SPORTS
WLWT (TV) CINCINNATI

TELEVISION, as used at WLWT Cincinnati, provides the bowling viewer with a new look at the experts. Few people heretofore could see bowlers make the approach and delivery down the alley since the stands at their best provide only a side view. In televising a bowling match, we place our WLWT cameras so that every televiewer has a "pin boy" view of the bowler: i.e., a head-on, down-the-alley view of the approach and delivery.

WLWT sets up camera one behind the bowling approach, which catches a good rear view of the bowler walking into position. When the ball leaves the bowler's hand, camera two is switched on. Camera two, mounted over the alley right behind the pins, catches the ball rolling down the alley and hitting the pins. Also caught by camera two is the bowler's follow-through and his facial expression at the resulting shot

The location of camera one on the bowling lane was 25 feet from the foul line and 12 feet above the lane, facing the pit. Camera two is located on a stand six feet above the bowling lane and eight feet from the pit, facing the approach. Four banks of five-300 watt lights were required, three banks over the approach and one over the bowling pit.

Television of harness racing followed a similar pattern, except that the physical layout of Carthage Fair Grounds makes a different camera placement more advantageous. Cameras are mounted in the stands, one above the other.

The Carthage Fair Grounds is a half-mile oval dirt track with a 6,000 seating capacity. For harness racing in the afternoon no lights were used. However, evening shows required the use of two banks of four 1,000 watt lamps. The camera-positions were: camera number one is 15 feet from the track at a 12 foot height overlooking the track. Camera number two is 25 feet from the track and sweeps the track from a vantage point 38 feet high. Camera one shoots the start of the race and the finish in the stretch. Camera number two, with 17-inch lens, covers the backstretch action.

Similarly, the horse show at the Carthage Fair Grounds was telecast by placing both cameras 15 feet from the track and 12 feet high, 25 feet apart on each side of the judges stand. The wide angle lenses are used with 220 mm lens for close-ups. For television purposes the horse show is conducted directly within that track area at night which is lighted by the banks of lamps.

At River Downs race track where we set up cameras three times weekly during the summer race season of 1948 the pictures were varied and dramatic. Camera one was mounted atop the grandstand roof, in direct line with the finish wire. This camera caught a "photo finish" shot of each race just as the horses crossed the wire. Camera two was mounted in the corner of the club house some 40 feet above the track and about 250 feet below the finish line. This camera catches a good head-on view of the horses as they hit the stretch and I invariably switch to camera one for the actual finish. Camera two also pans straight down for the parade of horses from the stables into the backstretch, catching much of the pre-race color of the track.

Indoor events on television require only two cameras. Occasionally three are used to afford more variety of angles and pictures. Usually, however, the area to be covered is small, and two cameras more than adequate.

However, before approaching the subject of televising indoor events, the few facts and figures on River Downs are: seating capacity is 10,000 people and a one-mile oval track. The location of camera one is on the roof of the grandstand 72 feet above the track and directly over the finish wire, using 50, 90, 135 and 430mm lenses. The 430mm lens was used to catch the start and back-stretch running while the 135mm was used to catch the finish. Camera two location was 40 feet above the track and 250 feet below the finish wire. This camera uses 50, 90, 135 and 330mm lenses.

VIDEO coverage of sporting events at WLWT Cincinnati is directed by Vernon (Red) Thornburgh, the station's director of sports. The techniques used by the Crosley Broadcasting Corp.'s outlet in telecasting football and baseball appeared in BROADCASTING, July 25. This second in a two article series covers the station's techniques for telecasting harness and horse racing, bowling and other indoor events.

In basketball television, WLWT used two cameras set up on each side of the center stripe, both on the same side of the court. The cameras are mounted between 20 and 100 feet from the side lines, depending upon the sizes of the court. Cameras range from 10 to 50 feet above the playing court, depending upon the size of the court. Cameras range from 10 to 50 feet above the playing field depending upon the heights of the stands from the floor. Since both cameras are set up on the same side of the court (in order not to confuse the televiewer at home) a criss-cross shot at times provides the best pictures.

The Xavier U. field house with a capacity seating of 5,000 was the scene of our telecasting of basketball games. Two cameras were used on a platform built in the rafters 42 feet from the floor, 57 feet from the edge of the court and centered over midcourt. Camera one used 50, 90, 135 and 220mm lenses, while camera two used 50, 90, 135 and 330mm lenses.

In telecasting billiards, the job can be done by one camera. In boxing and wrestling the setup is almost identical, since the area covered is the same and the action is roughly similar. However, we usually employ two cameras.

Boxing matches and wrestling are telecast from Cincinnati's Music Hall Sports Arena for the indoor events and the Parkway Arena for the outdoor events. The Music Hall seats 5,000 people with a battery of 12 1,500 watt lamps over the ring. By using safeway camera stands, 10 feet high, four feet by six feet, located about 125 feet from the ring and just in front of the balcony we block no seats. The cameras used the same lenses for wrestling and boxing.

The Parkway Arena, where outdoor events are held, has a seating capacity of 4,000. It has a bank of nine 1,500 watt lamps. We located our cameras on our mobile unit, parked outside 75 feet from the ring and from a 20 foot high vantage point.

Whenever possible, I have preceded each sporting match with

(Continued on page 62)

In a pre-game warmup Mr. Thornburgh explains a basketball play to the WLWT audience.

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On All Accounts

(Continued from page 18)

feminine commercials. Other dramatic talent was recruited from the U. of Washington and Seattle's famous Showboat and Penthouse Theatres.

During the war, Mr. Heverly's advertising career was interrupted, but not his radio experience. In 1943 he was radio engineer with the Alaska Communications System, supervising the installation of shortwave transmitters in underground, bomb-proof stations in Seattle and Anchorage, Alaska. The following year he served as electrical instructor at Boeing's B-29 Superfortress school in Seattle, where he instructed Air Force officers and men in maintenance and repair of B-29 electrical equipment.

For a time, John taught commercial script writing at the Rex Radio School in Seattle, and that's when he formulated the philosophy he expresses today:

"It is regrettable that there are still so many weak commercials heard on the air, even on some network shows. Spots that fail to hold listener interest, or are even boring at times, cannot be expected to do the bang-up selling job of which radio is capable."

John hammers his ideas home with a capsule prescription: "The perfect commercial," he says, "is the one that paints a word picture of a benefit . . . and leaves a thought and an impulse in the listener's mind. The key to a good commercial is association, suggestion and selfish benefits for the listener, connected in a logical and pleasant manner with the sponsor's product."

Mr. Heverly must have a tight grip on that key, because since he joined Botsford, Constantine & Gardner in October 1945, he has handled most of the agency's radio work, including the elaborate series of public service spots plugging traffic safety [BROADCASTING, March 28]. This series, produced for Olympia Brewing Co., is one of the heaviest spot campaigns in the history of Washington radio, and has evoked favorable comment from stations, safety experts and the client in the short time it has been running.

Other Heverly accounts include Bendiksen's Oysters and the Seattle and Tacoma branches of the Bank of California. John is currently examining radio and television possibilities for these and other accounts for the fall season.

Born Jan. 3, 1911, John was educated at Waterloo High School and Iowa State. His hobbies include tennis and swimming. He and his wife have an apartment in downtown Seattle.

WLWT Sponsors Double

DOUBLING of advertisers in the six months period from January to June is reported by WLWT (TV) Cincinnati. Greatest increase was in local advertisers, with 50 sponsoring spot announcements, programs or participations in June as compared to 16 in January. Excluding spots, commercial hours during this period increased from 17 hours and 44 minutes per week in January to 34 hours and 25 minutes per week in June, according to an analysis by WLWT's research department. The station averaged 5 hours and 40 minutes daily on the air, excluding test pattern time. Total telecast hours during the six months period increased from 65 hours and 34 minutes to 80 hours and 3 minutes per week, including test pattern time.

SCHOOL EQUIPMENT

RMA Committee Includes TV

MEMBERS of the School Equipment Committee of Radio Mfrs. Assn. to serve for 1949-50 were appointed July 22 by RMA President Raymond C. Cosgrove. The committee has been working in cooperation with the U. S. Office of Education on equipment for school use. A. K. Ward, of the RCA Victor Division, Camden, N. J. succeeds Lee McCanne, Stromberg-Carlson Co., Rochester, N. Y., as chairman following Mr. McCanne's resignation. The vice chairman is H. G. Kobick, of the Webster Electric Co., Racine Wis. Sidney Jurin, Tele King Corp., New York, is secretary.

Other members of the committee are assigned to three operating sections as follows:

Classroom Receiver Section: Maurice Levi, chairman, Emerson Radio & Phonograph Corp., New York; Lee McCanne, Stromberg-Carlson Co., Rochester; Sydney Jurin, Tele King Corp., New York.

Sound Equipment Section: A. R. Royle, chairman, Stromberg-Carlson Co.; H. Scott Killgore, Collins Radio Co., Cedar Rapids, Iowa; A. Shanes, Talk-A-Phone Co., Chicago; A. V. Samuelson, Operadio Mfrg. Co., St. Charles, Ill.; George Silber, Rek-O-Kut Co., Long Island City, N. Y.

Television Section: John H. Gansenhuber, chairman, Western Electric Co., New York; Fred Fischer, Westinghouse Electric Corp., Baltimore; Dana Pratt, RCA Victor Division, Camden, N. J.

Swift's TV View

SWIFT & CO., Chicago, "is staying out of bigtime television for the time being," Vernon Beatty, advertising manager, said in commenting on the Aug. 4 cancellation of *The Swift Show* with Lanny Ross (Thursday, 7:30-8 p.m. CDT) on NBC-TV from New York. Asked for reasoning behind the move, Mr. Beatty said "the expense connected with what you get had something to do with it." Swift will continue to sponsor lower-budget TV shows, most of which will be local, he said. Agency is McCann-Erickson, Chicago.

PHILADELPHIA Phillies, National League baseball club, has granted permission to Palmer School, Philadelphia, to make survey of fans' reaction to number of questions, among them: "Do you think TV has been harmful to baseball attendance?"

RADOX RATINGS

TV, Radio Reports Are Speedy

SPEED of Radox ratings has been demonstrated twice in Philadelphia by Sindlinger & Co. Inc.

On Tuesday evening, July 12, within 10 minutes after the much heralded Meehan-Dilworth debate on local issues went off the air [see adjacent story], ratings for each 15 minute period on the size of the radio and television audience of the program in Philadelphia were released. At 10:15 the Philadelphia *Inquirer* was on the street with the story—45 minutes after the program went off the air.

On Wednesday evening, President Truman spoke to the nation from 10:30 until 11:00. At 11:12 the story of the minute-by-minute ratings of the address was released to the wire services and to the Philadelphia papers.

The midnight edition of the Philadelphia *Inquirer* carried the story which pointed out the fact that the local Meehan-Dilworth debate had twice the radio and television audience as that of the President.

INDUSTRIAL

Announces New TV Products

INDUSTRIAL TELEVISION INC. is ready to produce combination VHF-UHF television receivers, according to Horace Atwood Jr., ITI president. The all-band receiver will cover the present 12 VHF channels and the entire UHF range from 470 to 890 mc with continuous tuning, he said, adding that no increase in cabinet size will be needed. ITI is making a converter to permit UHF reception by present VHF sets, but Mr. Atwood emphasized that the converter system would not give the same quality reception as the integrated VHF-UHF receiver.

ITI also has announced a new multivision amplifier, IT-53A, permitting use of a multivision antenna system in the largest multiple dwelling installations but requiring less than a third as many tubes as were required by previous antenna amplifiers. New system does not require any tuning adjustments as all channels are covered without use of separate channel amplifiers, Mr. Atwood explained. Future UHF channels will be handled by a converter unit which changes the frequency of the UHF station to an unused VHF channel.

Navy Station Deleted

AFTER nearly a half-century of operation, the Navy's radio station at Point Loma, near San Diego, was decommissioned late in June, the Eleventh Naval District public information office, San Diego, has announced. Ceremonies for the decommissioning, held June 24, included the ground breaking for a new building at the Navy Electronics Lab. The radio station had been operating since 1907.

BANK TV SET

New Customer Service

A TELEVISION receiver is changing banking habits at the Bayside National Bank, Jamaica, L. I., N. Y.

Installed as a customer convenience and featured banking service, a 16-inch Crosley receiver is reportedly popular with young and old alike, according to Alvan B. Fehn, vice president of Bayside National Bank. He also said "the other day we had to delay the closing of the bank while a gray-haired woman watched the ending of a show."

Situated so it can be viewed from all parts of the bank lobby, the receiver has resulted in an immeasurable increase in traffic in the bank, Mr. Fehn said. The set is popular with children and the parents like it too, he said, because it gives the youngsters something to do while bank business is being transacted.

The set is most popular on Monday evenings when the bank is open from 6-8 p.m., Mr. Fehn explained, and many requests have been received to extend night banking hours.

* * *

TV set in bank lobby keeps customers happy.

CHESSE ON TV

Noted Puppeteer Has Unit

TELEVISION field now includes nationally prominent marionettist Ralph Chesse who has established Ralph Chesse's Marionettes, TV Unit, 218 Mission St., San Francisco, Calif.

In addition to complete workshop facilities for all phases of marionette production, Mr. Chesse has a stage set especially designed for taking of movies for video spots or serials.

For 10 years Mr. Chesse operated the Marionette Guild in San Francisco producing adult plays and shows for children.

Cinemascope Shown

NEW kinescope method, "cinemascope," developed by Television Recorders Inc., Hollywood, was shown at KLAC-TV Los Angeles July 26. Station has been working closely with TRI in evolving a more acceptable version of kinescope. Warner Bros. technical department also has been working on project.

KTLA SIGNS

IATSE Contract On Coast

FIRST TV contract obtained in the Los Angeles area by International Alliance of Theatrical Stage Employes has been signed with KTLA, outlet of Paramount Television Productions Inc. It covers a year retroactive to June 18, 1949.

Wage increases affecting approximately 20 technical employes range from 10 to 25% with an over-all average of approximately 20%. Top dollar per hour will be paid to engineers at rate of $2.33½ descending to $1.37½ per hour applying to a 40-hour week.

Contract was negotiated between Y. Frank Freeman, Paramount vice president; Klaus Landsberg, West Coast director of Paramount TV, and Carl Cooper, international vice president of IATSE.

Among other Los Angeles stations, IBEW has KTTV and KTSL and NABET has KFI-TV and KNBH.

WOAI-TV HOME

Remodeling AM Building

REMODELING of the building housing WOAI San Antonio to accommodate equipment and studios for WOAI-TV is rapidly progressing, the station reports. WOAI-TV expects to begin operations before Christmas. The television outlet will occupy the lower floor of the present building. Charles L. Jeffers, technical director for WOAI and WOAI-TV, is supervising the construction.

Accommodations for WOAI-TV will include two production studios, one two stories in height for origination of live programs; centrally located master control room; rehearsal and dressing rooms; set construction and storage rooms; announcers' booth; projection room; transmitter control and equipment rooms, and maintenance shop. Highlight of the new housing will be a viewing room located above and adjacent to Studio 1 where visitors may watch the production of television shows.

Construction of the 572-foot tower and antenna adjacent to the WOAI building is to start this month. WOAI-TV is owned by the Southland Industries Inc. and will operate on Channel 4 (66-72 mc). Hugh A. L. Halff is president and general manager.

RTDG-WPIX PACT

Directors Get $115

RADIO and Television Directors Guild and WPIX (TV) New York have signed a contract calling for $115 weekly for television directors, $80 weekly for associates and floor managers and $50 for program assistants.

The agreement, which extends to Dec. 31, 1950, also provides for commercial fees for directors of programs piped to a network and an additional fee for programs syndicated or sold to other stations.

Here's your chance to get into television at a low cost . . . with a high audience rating.

WGN-TV has recently acquired the best feature film package released to television to date . . . thirteen outstanding first run films featuring such stars as Frederic March, Charles Laughton, Vivian Leigh, Rex Harrison, Anabella, Paulette Goddard, Douglas Fairbanks, Jr., David Niven, Henry Fonda, Edward G. Robinson and Raymond Massey.

Don't overlook this feature film package. Check any rating service you prefer . . . you'll find even Class D feature films have a large share of audience. Consequently, a class A picture is a sure bet for high ratings. Here's your opportunity to sponsor audience-building, star-studded *first run* pictures.

This is your chance to buy an hour and a half of top-notch television advertising with adequate commercials and sufficient intermission time for your product demonstration at an amazingly low price . . . a price you would ordinarily expect to pay for a local half hour show. These films will be scheduled to meet your requirements and either live or film commercials may be used.

So don't delay—take advantage of this low-cost, highly rated offering by calling WGN-TV today! Be first with the best.

DUMONT WGN-TV CBS
CHANNEL 9 · CHICAGO

Telestatus

June Television Business

(Report 70)

IN JUNE, television advertising was used by 1,433 different advertisers—90 more than in the previous month. The list of network advertisers dropped from 57 to 54, and spot advertising dropped off slightly as the summer season set in. Local advertisers increased moderately, as six new stations went on the air during the month.

These figures represent about 95 to 98% of all TV accounts, as there are two stations, WBAL-TV Baltimore and WHIO-TV Dayton which do not report their accounts, and are therefore not included in the totals. The total number of advertisers with these two stations included would probably pass the 1,500 mark. The June figures include four new markets, Indianapolis, Lancaster, Oklahoma City and San Diego. Data are compiled in the *Rorabaugh Report on Television Advertising*, published monthly by the N. C. Rorabaugh Co., New York.

Los Angeles moved to top rank among all markets, gaining 43 accounts from May, as New York dropped to second place, having shown a net loss of 19 accounts. The Los Angeles total for its six stations is 212 accounts. The New York total for the same number of stations was 204 (Table II).

Philadelphia lost 17 accounts in its three-station total, but was third ranking among all markets with a total of 171 accounts.

Markets in the over-100-accounts group in June were, in addition to Los Angeles, New York and Philadelphia: Washington, Baltimore (incomplete report), Chicago, Detroit, Boston and Buffalo. Among these, only Buffalo is a one-station market.

In the local field, Los Angeles was the only market with more than 100 accounts, leading all the rest by a sizeable margin. Next ranking markets in local business were Washington and Philadelphia with 67 and 64 local users of television advertising.

New York led in spot advertising with Philadelphia, Chicago and Los Angeles next in number of spot advertisers using television. Los Angeles reported 13 new spot accounts in June, and New York 27.

In network accounts, the eastern markets of New York, Baltimore, Philadelphia and Washington had about 50 each.

June marks the end of the first year of TV advertiser reporting by the Rorabaugh Co., and TV's growth in that time has astounded the doubting Thomases. Table I shows in solid terms what television's growth has meant. The number of markets having TV outlets is now 3½ times last June's total of 11. The number of operating commercial stations has tripled.

Though TV seems even more hard hit than AM in the summer's long, hot months, its record for its first year in advertising revenue and number of accounts is excellent.

The big advertisers have experimented with television's commercial possibilities — their number had grown from 14 to a peak of 57 in May before the summer layoffs began. There is optimism for the fall TV season, and there's every chance that it will open with more TV network accounts than the May peak.

TV's use as a spot medium, especially with film and slides, has been exploited heavily during the past year by advertisers of every kind. Spot business has increased from 76 accounts in June 1948 to a figure four times that high—324 in June 1949. As the number of outlets increased, the number of insertions of spot advertising has also increased. It is now possible to reach the top trading markets of America with television spot campaigns—from Seattle to Miami, and Erie, Pa., to San Diego, Calif.

The local advertisers have increased 10-fold in the year. Starting at 144 accounts in 11 markets, an average of 7.2 for each of the 20 outlets, there are now 16.1 local advertisers on the hypothetical national average station.

The list of agencies handling network accounts is now 37 names long, and the list of advertising agencies handling spot business has reached a total of more than 230, including branches of the same agency in different cities.

TABLE I

A YEAR OF TV PROGRESS

	MARKETS & STATIONS		NUMBER OF ADVERTISERS			
Report of	Markets	Reporting Stations	Network	National-Regional Spot	Local-Retail	Total
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
August	19	32	18	122	197	337
September	19	32	21	119	236	376
October	21	37	33	181	281	495
November	21	37	37	216	373	626
December	23	41	37	230	413	680
1949 January	27	46	33	225	469	727
February	30	54	46	258	614	918
March	30	55	50	267	711	1,028
April	32	59	57	291	877	1,225
May	34	59	57	328	958	1,343
June	38	65	54	324	1,055	1,433

Note: Network figures listed above are based upon a period of an entire month. National & Regional Spot and Local-Retail figures are based upon a sample week out of each month, excepting for sports events which are reported, like network, for an entire month.

TABLE II

TV ADVERTISERS BY MARKETS

Markets Covered	No. of Reporting Stations	Net.	Spot	Loc.	June Total	May Total	Gain or (Loss)
Albuquerque	1	3	1	2	6	6	—
Atlanta	2	19	12	28	59	58	1
*Baltimore	2	50	24	52	126	133	(7)
Boston	2	44	32	37	113	118	(5)
Buffalo	1	30	19	53	102	109	(7)
Chicago	4	43	52	54	149	138	9
Cincinnati	2	18	36	42	96	83	13
Cleveland	2	43	25	28	96	100	(4)
Columbus	1	10	13	12	35	26	9
*Dayton	1	16	20	17	53	38	15
Detroit	3	45	38	48	131	134	(3)
Erie	1	20	11	19	50	37	13
Ft. Worth-Dallas	1	14	13	10	37	35	2
Houston	1	11	12	7	30	27	3
Indianapolis	1	1	9	10	20	—	20
Lancaster	1	13	8	8	29	—	29
Los Angeles	6	24	49	139	212	169	43
Louisville	1	17	12	9	38	38	—
Memphis	1	16	12	32	60	50	10
Miami	1	4	4	32	40	30	10
Milwaukee	1	29	17	43	89	93	(4)
Minn.-St. Paul	1	14	16	9	39	36	3
New Haven	1	23	21	14	58	47	11
New Orleans	1	15	12	13	40	35	5
New York	6	53	100	51	204	223	(19)
Oklahoma City	1	3	3	5	11	—	11
Philadelphia	3	51	56	64	171	188	(17)
Pittsburgh	1	31	10	23	64	62	2
Richmond	1	28	9	10	47	47	—
Salt Lake City	2	12	7	25	44	48	(4)
San Diego	1	1	6	25	32	—	32
San Francisco	2	13	11	16	40	36	4
Schenectady	1	32	6	26	64	69	(5)
Seattle	1	14	7	13	34	35	(1)
St. Louis	1	31	20	19	70	68	2
Syracuse	1	9	6	2	17	16	1
Toledo	1	25	10	39	74	52	22
Washington	4	52	29	67	148	149	(1)

Note: Those advertisers who bought both network and national & regional spot time are counted twice in the "Total" columns. Those network advertisers sponsoring more than one show in a given market are counted once in the "Network" columns.

*** National & Regional Spot and Local-Retail figures for the Baltimore and Dayton markets are not complete because WBAL-TV and WHIO-TV are not included in this report. Network figures for all markets, including Baltimore and Dayton, are complete because network data are reported by the networks in New York.**

TELEVISION MARKETING

Fidler Lauds Medium at Stanford U.

"THE question, 'Have the forces of marketing undertaken anything post-war with confidence, vigor and deserved success?' can be answered affirmatively. The answer is television." This assertion was made by Fred H. Fidler, vice president and Pacific Coast manager of J. Walter Thompson Co., July 25 in his talk "Television and Other New Tools and Requirements in Today's Market" at the eighth Stanford Business Conference held at Stanford U.

"Television is worthy of the finest traditions and name of 'salesman'—and is acting as if it had never heard of anything but a buyers' market in a normal, peace-time competitive system," Mr. Fidler said. "The primary lesson that we in marketing can learn from television is that the people in television have made excellent use of existing knowledge—have applied methods and techniques they already knew while the other facets and branches of marketing have followed a policy of waiting and wondering what new and different knowledge and tools would be required by today's conditions."

"Our cue today," Mr. Fidler continued, "is to learn from television's profitable use of the old stand-bys of entertainment and show business and put back to work the old stand-bys of marketing and selling know-how." Sounding an optimistic note for our economic future throughout his address, Mr. Fidler concluded: ". . . it seems to me that, warned by the early symptoms, we can easily prevent economic illness itself. The remedy, the solution is clear-pointed and proved both by the lessons of our past selling accomplishments and by television's current selling vigor and resourcefulness. We must stop this nightmare of waiting and worrying and start selling and driving and tackling the possible and the impossible . . ."

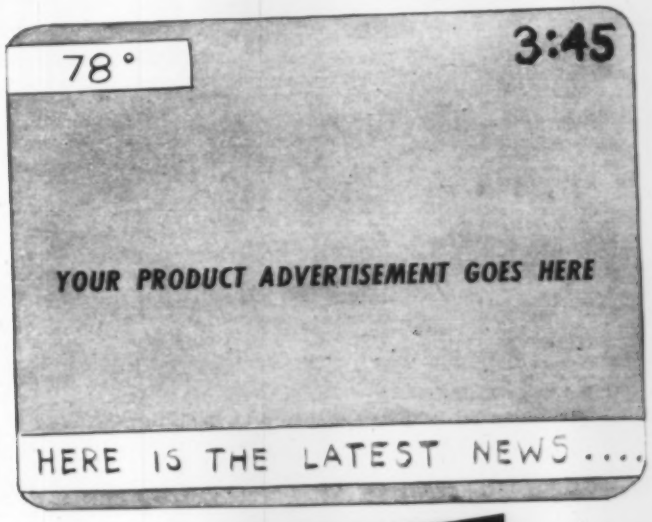
WHIO-TV . . . Dayton's *FIRST*

Television Station Presents the "MULTISCOPE"

- ***another "first" in Dayton, Ohio, Television***
- ***new, low cost service • available to national advertisers***

Multiscope screen offers unlimited possibilities for eye catching product displays as well as advertiser's brand name. Features temperature, time, latest news plus your advertising.

as it appears on TV sets.



For availabilities and complete details regarding low-cost multiscope, contact your nearest Katz representative.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by
The Katz Agency, Inc.

Who Said Summer Is Loafing Time For School Folk?

Everybody always figures that school people have it pretty easy—nine months of work and three months of rest.

Not for "school people" at WLS. When summer comes, Mrs. Josephine Wetzler and the staff of the duPont Award-winning series, "WLS School Time," can stop writing scripts and producing programs, but not to rest. For immediately comes the job of planning the entire fall semester's curriculum and outlining each broadcast for the printed schedule which must go to thousands of teachers throughout Illinois, Indiana, Michigan and Wisconsin **before** school starts.

Staff conferences to strengthen programs and develop new ideas, meeting with educators, talks before groups, preparation of "School Time" exhibits for three State Fairs—all these make summer the **busy** time for the folks who prepare "School Time" as a WLS service to half a million boys and girls in Midwest schools.

WLS
25 years of service
Chicago 7

Represented nationally by John Blair

Adv.

KEITH KERBY LTD.

Transcription Firm Formed

NEW SYSTEM of making high-priced, big-name talent available to small, local stations and advertisers has been worked out by Keith Kerby, who resigned early this year as program director of KSFO and KPIX (TV) San Francisco. First announcement of the organization came last week after months of organizational groundwork in Hollywood and San Francisco by Mr. Kerby.

Incorporated as Keith Kerby Ltd. and with the trade name of "Celebrity Commercials," Mr. Kerby has signed exclusive contracts with more than a score of big-name radio and entertainment personalities in Hollywood to lend their voices and talents to the production of commercial announcements at a price small stations and advertisers can pay.

The organization is going to be national, with offices in Hollywood, San Francisco, Chicago, New York and Dallas. The San Francisco office will be the company's headquarters.

Commercial recordings will be written and produced especially for each individual purchaser and sold at a price commensurate with the rate structure of the station or stations with which it is placed.

The personalities under contract with Keith Kerby Ltd. will be paid on a royalty basis, much the same as they are now paid by commercial recording companies.

The talent he has under contract, Mr. Kerby said, is divided into three categories: nationally known radio announcers, singers and Western entertainers.

The national sales campaign of the organization which got under way last week, will be directed initially from San Francisco and the West Coast. The Chicago and New York offices will be opened by fall and the Dallas office by the end of the year, Mr. Kerby said.

Mr. Kerby served as program director of KSFO for 12 years, expanded his duties to cover TV programs when KSFO's TV sister, KPIX, went on the air last December. He has been engaged in all phases of radio work and also has been a singer, musician and entertainer.

News

ARWOOD J. RUTTENBER, news commentator at WBEN New York and member of Washington bureau of the Buffalo *Evening News*, has been appointed public relations director for the New York State Republican Committee. Mr. Ruttenber has been conducting a weekly news commentary on WBEN for the past three years.

ARTHUR S. LANGLIE, son of governor of Washington, is member of news staff at KGY Olympia, Wash., for summer vacation. Mr. Langlie recently completed his freshman year at Princeton U.

TAIT CUMMINS, sports director for WMT Cedar Rapids, Iowa, has received first annual Citizenship Medal from Cedar Rapids VFW.

ROBERT F. HURLEIGH, WGN Chicago news director, has been elected treasurer of newly-organized Chicago Press Club. **WILLIAM RAY**, news director at NBC's Central Division, is member of executive committee. Each will serve one year.

BRUCE BARRINGTON, news director of KXOK St. Louis, has been awarded Philippine Legion of Honor for "meritorious conduct in performance of outstanding service during June 1945 to December 1945."

ARNOLD SNYDER, news director for WKDN Camden, N. J., and Joyce Herman are to be married Aug. 7.

ROGER HARRISON, farm director for WBZ Boston, is the father of a girl.

KSUN's New Studios

KSUN Lowell, Ariz., has held a formal opening of new studios in Bisbee. Some 2,200 toured the new facilities and visiting dignitaries took part in special programs. A CBS affiliate, KSUN is owned by Carleton W. Morris. Station manager is Jack Murphy, formerly on sales staff at KTUC Tucson. Ray Helgesen, former program director at KCNA Tucson, recently joined staff as program director and production manager. Broadcast equipment was installed by Chief Engineer Dave Karbach.

Allied Arts

MORTON JACOBSON, president of **Morton Radio Productions**, Chicago, is distributing 10,000 copies of *This Is the Story*, containing 50 stories based on the transcribed AM show of the same name. Books are going to Sinclair gasoline stations.

L. H. JUNKEN, H. B. FANCHER, C. M. HEIDEN and E. W. KENEFAKE have been appointed to supervisory engineering positions in General Electric Co., Syracuse, N. Y.

JOHN W. EGERTON and **EDGAR N. GREENEBAUM Jr.** were named to head research division of Television Shares Management Corp., Chicago, of which Television Fund, Inc. is a subsidiary. Division has been supervised by Mr. Greenebaum since November, and is now being enlarged.

DIANE WERFEL, formerly with Board of Education, New York, has joined Wilbur-Stark-Jerry Layton Inc., same city, radio and television package agency, as director of personnel and writer.

GARRY J. CARTER Inc., New York, distributor of *The Happy Gang* transcribed show, has moved to 366 Madison Ave. Phone: Vanderbilt 6-3417. Branch office also is being opened in Buffalo, at 1373 Fillmore Ave., telephone, Bailey 0520.

Equipment

RUDY POUCHER has joined field engineering staff of Neely Enterprises, San Francisco (manufacturer of technical electronic equipment).

RCA VICTOR marked 10th anniversary of commercial TV by production of set of its class 22 tubes plus two rectifiers to sell at $200 or less. "Special Anniversary Model" 9-T-246 offers 61-sq.-inch direct view screen and all standard RCA Victor TV features. New model is smallest TV receiver ever produced by the company. Extensive promotion campaign utilizing TV will be used.

CROSLEY DIV. Avco Mfg. Corp., Cincinnati, has published illustrated manual designed to help dealers sell TV by explaining how television works in plain, non-technical language.

Yes KFYR 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

WSLI
JACKSON MISSISSIPPI
1st In Listening
April 3, 1949 Conlan
5000 WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

NEXT BEST THING TO A "SKY-HOOK!"

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

[Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.]

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

Mr. Frank E. Whalen
Frank E. Whalen Advertising Co.
Kansas City, Mo.

Dear Frank:

One of our fellers jest got back from callin' on a former neighbor of yourn. Our Director of Public Affairs for WCHS, Harry Brawley, went over ter see th' President in Washington t'other day and he give Mr. Truman a set a' books. Seems like Harry heerd that th' President was a collector of items on th' Civil War, and he had somethin' that was right up thet alley. It was a set o' books called "Messages and Papers of the Confederacy," so he jest hops over ter th' Capital and gives them ter th' President! Mr. Truman Was glad ter git 'em, too! Jest tho't you fellers ud like ter know how our WCHS fellers aits around!

Yrs.
Algy

WCHS
Charleston, W. Va.

Management

E. R. DALTON, former commercial manager of WNDR Syracuse, N. Y., has been appointed general manager of WAMS WAMS-FM Wilmington, Del. Mr. Dalton also has previously served as sales executive for WMID Atlantic City, N. J., and WSNJ Bridgeton, N. J.

ROBERT E. PREIBE, general manager of KRSC Seattle, Wash. for past 20 years, has been appointed operations manager for KING-TV same city.

RICHARD PYLES, formerly with WCMI Ashland, Ky., has been appointed manager of WWNI Wabash, Ind. He replaces **DICK NEHER,** resigned.

EDWIN DUNHAM, NBC producer, has gone on six months leave from network to manage China's first commercial radio station in Macao. Station is owned by Radio Enterprise of Macao Ltd., Hong Kong.

CHARLES W. CURTIN, director of promotion and merchandising for Yankee Network in New England, has been appointed head of station relations activities. Mr. Curtin, veteran of 16 years in radio, is former manager of WMTW Portland, Me. In his new post, Mr. Curtin succeeds **DAVID SHURTLEFF,** who resigned to become treasurer of Valley Trust Co., Penacook, N. H.

REAR ADMIRAL JOEL WILLIAM BUNKLEY USN (Ret.) has been elected to board of trustees of World Wide Broadcasting Foundation, operator of WRUL Boston and its associated shortwave stations. Following summer trip abroad where he will check listener reactions to WRUL programs, Adm. Bunkley will assist Foundation's officers and program staff in developing new programs to be beamed at Central and South America in interest of better Inter-American understanding.

ROBERT SAUDEK, ABC vice president in charge of public affairs, has been named chairman of session on "The Agencies Molding Public Opinion in Foreign Policy," at first annual conference on foreign policy at Colgate U.

BUCK WITNEY has been appointed manager of CFAR Flin Flon, Man.

IRVING E. ROGERS, president and treasurer of Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM Lawrence, Mass., has been named trustee to administer scholarship fund of Lawrence High School Alumni Assn.

CARROLL R. HAUSER, owner-manager of KHUM Eureka, Calif., is on Caribbean cruise, as winner of ABC-General Mills *Jack Armstrong* promotion contest. Accompanying him are his wife and daughter.

WALTER JOHNSON, assistant general manager for WTIC Hartford, Conn., has been elected first vice president of Hartford Advertising Club.

HARRY G. BRIGHT, for six years general manager of WGBR Goldsboro, N. C., until resigning because of ill health, is now patient at Bowman Gray Memorial Hospital, Winston-Salem, N. C.

Commercial

HEBER SMITH Jr., formerly with KJBS San Francisco, joins John Blair & Co., radio station representative, same city.

LEROY LAND, promotion manager for KCBD Lubbock, Tex., has been appointed commercial manager. He replaces **GEORGE T. DALE,** who has resigned to enter automobile business.

STUART REYNOLDS, for past five years account executive for Don Lee Broadcasting System, has resigned to join Bruce Eells & Assoc. as vice president in charge of station relations. Mr. Reynolds also has been associated with BBDO and General Mills Inc., Minneapolis.

Mr. Reynolds

WILLARD L. DOUGHERTY, former program director for WHHH Warren, Ohio, has joined WSRS Cleveland as account executive.

LES BERRYMAN has joined sales staff of KXOC Chico, Calif.

REX GAY Jr., formerly with WEAW (FM) Evanston, Ill., and Transradio News in Illinois and Indiana territory, has been appointed manager of Chicago office of Joseph Hershey McGillvra Inc. Mr. Gay previously was space salesman for *Liberty* and *Pic* magazines in Chicago.

KSJO (AM-FM) San Jose, Calif., has appointed Forjoe & Co., New York, as its western representative.

ROD VANDIVERT, formerly advertising manager of Hitching Post Foods, has joined sales staff of WTOC Savannah, Ga. He previously had been associated with *New York Journal-American.*

BILL BAXLEY, account executive of KECA Hollywood for past two years, has joined sales staff of KHJ that city. Previously he had been member of American Airline sales department in New York and Los Angeles.

BYRON McCALL, formerly of announcing and sales department of Arizona Broadcasting System, has joined KRHD Duncan, Okla., as commercial manager.

BOB RUTTER has joined sales staff of KJR Seattle.

D. A. MATISON SR.

Dies in Laurel, Miss.

DAVE ALEXANDER MATISON Sr., 63, president of WAML Laurel, Miss., died at his home July 18 following several years of ill health.

A leading Mississippi merchant for some 36 years, Mr. Matison also served as secretary-treasurer of Fine Bros.-Matison Co. until his death. He had been head of New Laurel Radio Station Inc., operators of WAML, since its formation in 1935. He was prominent in many of Laurel's civic and business organizations.

He leaves a daughter and two sons.

New Disc Show Out

A NEW TYPE of dramatized disc show designed to provide low-cost, easily produced dramatic programs for local origination has been created by Randel Productions, Baltimore, Md. Series is in a "story-set-to-song" form combining Randel-prepared scripts with music from record libraries of subscribing stations. Story, as told by local announcer, concerns trials and triumphs of folks in the typical "Main Street of Abbeville." Randel says the program answers the needs of smaller and low-budget stations, as expressed in recent surveys.

unabridged, up-to-date
CONSUMER MARKET DATA

The 1949-1950 Edition of CONSUMER MARKETS organizes for easy use the latest and complete consumer market data available from government and other reliable sources for every state, every county, every city of 5000 or more; for the U. S. Possessions and Territories, Canada, and the Philippines.

It gives you a specially designed, large-scale map for each state and each city of 250,000 or over. State maps show counties, cities, other marketing centers, and locations of daily newspapers and radio AM, FM, TV stations.

It reports 1948 county and city retail sales for 9 commodity classes; retail sales potentials; retail and service outlets; estimated per family/per capita retail sales; farm and industrial activity data; population estimates; households per sq. mi.; radio homes; average weekly wages; bank debits; and many other market factors.

"In use daily", says agency executive. "We are relying regularly on your county information to determine expenditures and efforts of our clients."

Published September 1st. $5.00 a copy. Sent on 10-day approval, if desired. Only 2500 extra copies are being printed. Reserve yours now.

CONSUMER MARKETS
Published by Standard Rate & Data Service, Inc.
333 North Michigan Avenue, Chicago 1, Illinois
New York • Los Angeles • San Francisco

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

Promotion

CHARLES DENNEY, former assistant buyer at R. H. Macy Co., New York, and before that salesman for Louis De Rochemont Assoc., New York, has joined NBC as assistant in sales promotion division.

EUGENE B. DODSON has been appointed promotion manager for WKY and WKY-TV Oklahoma City. Mr. Dodson was with Washington AP Staff from 1945 to 1947 when he joined *Norman* (Okla.) *Transcript* as news editor.

Mr. Dodson

WILLIAM M. SCRUGGS Jr. has joined promotion department of WBTV (TV) Charlotte, N. C.

AL WALLACE, for more than two years with V. I. P. getting prizes for *Sing It Again*, *Ladies Be Seated*, and other give-away programs, has been appointed merchandising director for ABC's *Stop the Music* AM and TV. He succeeds **MRS. BLUM GOODSON.**

JOHN THOMPSON, only 16 months in Canada from Great Britain, has been appointed promotion manager and publicity director of CKEY Toronto. Previously he was with radio department of E. W. Reynolds Ltd., Toronto advertising agency, and before that was announcer at CHML Hamilton.

JOHN B. FINDLAY Jr., formerly with Associated Press, Newark, joins WOR New York publicity department as television news editor. Mr. Findlay formerly was with J. Walter Thompson Co.

BERNICE WARD has been appointed promotion manager for CHAB Moose Jaw, Sask.

Best Driver Gets Ford

FINALS in safe-driving contest for women were aired on WFIL-TV Philadelphia under joint sponsorship of *Philadelphia Inquirer*, Philadelphia Phillies' National League baseball team and Ford dealers. Four women competed in finals, with George Walsh, WFIL-TV sports commentator, at mike. Winner received new Ford.

Look Twice

LARGE PHOTOGRAPH taken of Canton, Ohio, Fire Dept. equipment and personnel in 1913 is center of unusual window display there. Display advertises program series, *Firefighters*, aired on WHBC Canton. Picture was taken against background of main street, and window is diagonally across from same street. Sign in window reads "Look twice—look across the street! Remember?" Also in display are various pieces of modern fire extinguishing equipment and sign reading "Times change—fire hazards don't! Modern equipment by Fyr-Fyters." Show is sponsored daily by Bond Bread.

Phone-Radio Quiz

AROUSING INTEREST in fact that it schedules both ABC and MBS programs, WCRO Johnstown, Pa., has instituted *What's on WCRO* quiz show. Listeners are called during 15-minute, five times weekly program and asked to tell what program is heard on WCRO during certain time of specified day. If listener can answer question, he receives $10. If not, money is given to next person who answers correctly.

WBT's Cole

ILLUSTRATED schedule of typical day in life of Grady Cole, farm director for WBT Charlotte, N. C., features drawing of Mr. Cole as "Old King Cole," holding fiddle and microphone and smoking cigar. Green and Cream colored folder is headed "Hard To Keep Up With" and gives Mr. Cole's audience pull according to Hooper survey.

Drawing Listeners

TWO WEEKS of almost continuous airing of Vaughn Monroe's recording of "Ghost Riders" was part of contest conducted by Bob Bodine on his *Off the Record* disc show over WIND Chicago. Listeners were asked to send in drawings of their conception of song and everything from note-paper pencil sketches to 40-inch wide oil paintings were received, station reports. Winner was awarded weekend vacation.

Date with WPEN

LATEST WPEN Philadelphia promotion piece, presented on purple card, is titled "WPEN—Your Best Saturday Date" and has message: "When you date WPEN, we really show you one terrific time . . . 20 hours of enjoyment, variety, good music, laughter and relaxation for your listening pleasure. The Sky is the limit with us, so keep your dial set at '950' and enjoy every second that WPEN has planned for you." Program features follow.

Find the Jockey!

ALERT LISTENERS to Rex Dale's daily disc program, *Breakfast Time*, aired on WCKY Cincinnati, have opportunity to receive cash for being observant. Each day Mr. Dale announces on show where he will make appearance between 12:45 and 1 p.m. First person to recognize him and say, "You're Rex Dale of WCKY" gets five dollars and next 45 receive one dollar each. Publicity photos are mailed on request to listeners by station.

Remote Control from Store

TWO DAYS of regularly scheduled programs on WCON Atlanta, Ga., were broadcast by remote control from window of downtown drugstore. Event celebrated re-opening of Lane-Rexall store, where broadcasts originated. "Studio" was completely equipped with turntables, four mikes, piano, Western Union ticker, UP news wire, remote console and Telecrome clock. WCON estimates that over 40,000 people witnessed station in action.

Large Hand from KTUC

COLORFUL FOLDER with drawings of hands illustrating statistical information concerning KTUC Tucson, Ariz., is headed "A Quality Market in Your Hand." Accompanying folder is large lightweight cardboard card listing network and station produced shows which can be heard on station.

Bi-Lingual Breaks

PROMOTING LISTENERS to both its English and Italian programs this summer, WOV New York is using special station breaks, as (in English) "WOV, with studios in New York and transmitter in New Jersey, is proud to serve both states," and (in Italian) "WOV New York proud to serve the Italian-Americans of New Jersey, New York and Connecticut." Station recently featured "All Jersey Day" with disc jockeys programming numbers asked for by Jerseyites exclusively.

Find It Service

SUCCESSFUL ATTEMPT to encourage listeners to purchase hard-to-get items from local merchants is conducted thru "Let Us Help You Find It," public service feature at WGGG Gainesville, Fla. If prospective patrons cannot find what they want in local stores, they are asked to call station and ask for help. Station has helped to find items as scarce as Christmas trees in July.

Spots Get Results

TWO WEEKS OFFER on public service spots in Washington state brought close to 10,000 mail requests. Offer for Emily Post's *Motor Manners—The Bluebooklet of Traffic Etiquette* was sponsored by Olympia Brewing Co. of Olympia, Wash. over 27 stations.

WMGM Map

NEW coverage map, indicating rise of almost one million in guaranteed coverage area since 1947, has been distributed by WMGM New York.

KYW CONSOLIDATES
Publicity and Promotion

ROBERT E. WHITE, manager of KYW Philadelphia, has announced the consolidation of the station's publicity and promotion departments and expansion of the sales staff. John P. Meagher, publicity manager since 1946, has been promoted to the sales staff.

Publicity and promotion has been consolidated under C. M. (Tom) Meehan, director of public relations for Westinghouse Radio Stations Inc., which maintains national headquarters in Philadelphia. Mr. Meehan takes on the KYW duties in addition to his headquarters activities. Paul I. Woodland continues in the sales promotion department.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

The CASH REGISTER'S JINGLING

AT JITNEY-JUNGLE

WINNSBORO, LA.

MORE PROOF

KMLB

IS YOUR NO. 1 SALES VOICE IN NORTHEASTERN LOUISIANA

The JITNEY QUIZ is whammin' 'em on KMLB! McLemore's Jitney Jungle, Winnsboro, La. . . . 40 miles from Monroe . . . Northeastern Louisiana's largest independent grocery, has renewed the show! Another satisfied sponsor agrees . . . your advertising dollar buys MORE on KMLB!

1440 KC KMLB 1440 KC

Monroe, Louisiana

5000 Watts Day 1000 Watts Night

Affiliated with
American Broadcasting Company

Represented by
Taylor-Barroff & Co., Inc.

KMLB-FM—17,000 Watts—Now Operating Full Time!

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Top salaries for manager, 2 operator-announcers, one announcer—PD and copywriter. Include transcription and tell all in first letter. Needed Sept. 1. KTXC, Big Spring, Texas.

Salesmen

Salesmen. Experienced for 250 watt network station in top eastern market. Drawing account and commission with good opportunity for right man. Reply to Box 940B, BROADCASTING.

Local salesman. For station established fifteen years. NBC affiliate in competitive midwest market. Aggressive man. No pressure boys, but good, hard sales ability for good salary and commission only. Send all facts, background, ability, sales record, references and date available. Box 11c, BROADCASTING.

Salesman for Mutual outlet in southwestern market of 150,000. Sober, dependable, and resourceful. No one shot specialists. Box 27c, BROADCASTING.

Experienced salesman. Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 71c, BROADCASTING.

WBUY, Lexington, N. C. can use experienced, sober, hard hitting advertising salesman. Permanent, good remuneration. Mail references full particulars first letter.

Salesmen wanted. Five hundred watt, daytime station in community of 16,000 with rich neighboring area, needs experienced radio salesmen. Salary plus commission. Car necessary. Complete details and photo required in first letter. Write WONW, Box 278, Defiance, Ohio.

Salary and commission salesman to work with our regular man. City of 50,000. NBC 250 watts. Two other 5,000 watt stations. Must be experienced in radio sales work and producer with good references. KXLK, Great Falls, Montana.

Announcers

Announcer. All-round man with good background. Network outlet in eastern market. Send discs, photo, references, background and salary expected to Box 965B, BROADCASTING.

Disc jockey. Experienced. Must have personality and be able to do distinctive type show. Give full particulars about your past experience and salary expected. North central regional station. Box 988B, BROADCASTING.

Versatile experienced man specialize in daily negro slanted DJ pgm. Must know pop and race music, jive lingo, southern customs. NBC stn large SE market. Box 993B, BROADCASTING.

Morning man also capable all types pgms and general station duties. Must have really sincere adlib selling delivery. Moderate salary but opportunity join enthusiastic staff at small SE NBC stn planning TV. Box 996B, BROADCASTING.

Wanted—Announcers with first class license. Prefer all-round radio man who can fit in small market operation. Box 13c, BROADCASTING.

Announcer, experienced, single, with board work, metropolitan New York area independent. Immediate opening. Write or wire immediately. Disc, photo, with first letter. Must be willing to live in our community. Box 39c, BROADCASTING.

Experienced staff announcer with play-by-play sports ability. No board work. $225.00 month. Don't write unless accompanied by audition disc or tape. Permanent. KISD, Sioux Falls, S. D.

Help Wanted (Cont'd)

$60 per week announcer-engineer. Man who can do a solid job of announcing and become responsible member of the community. Station located in a resort center where living conditions are good. Address Gen. Mgr., KWFC, Hot Springs, Arkansas.

Wanted. Experienced announcer must be versatile. News important, ad-lib, disc, commercials. Good salary. WCNT, Centralia, Illinois.

Experienced, versatile announcer. Single man preferred. Contact WELM Elmira, N. Y.

Announcer. Prefer single man. Only experienced men need apply. Opening August 1. Interview necessary. Contact Don C. Wirth, WNAM, Neenah, Wisconsin.

Techincal

Combination engineer-announcer with emphasis on announcing. $50 for 48 hour week. If you are not a hard worker do not answer. Send photo and disc with first letter. Middle Tennessee location. 250 watter. Box 60c, BROADCASTING.

Wanted by September 1. Operator-announcer by Kansas fulltime 250 watter. Good pay, excellent conditions, college town. Box 84c, BROADCASTING.

Immediate opening for engineer experienced in installation and maintenance. Some transmitter operating. No console work or announcing. Contact W. S. Bledsoe, Chief Engr., Radio Station KFYO, Lubbock, Texas.

Wanted—Topnotch combination first class engineer-announcer needed immediately by network station. Forward full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Combination engineer-announcer. First class ticket. Virginia daytime independent. Rich fishing, swimming, resort area of state. Chance for baseball play-by-play. Living accommodations available. $240.00 per month start. WNNT, Warsaw, Virginia.

Seeking key personnel in engineering, program, news, sports, and Public Information Departments, for the American Forces Network in Germany. Salaries range from $5,000 to $7,000 per annum, with transportation paid to and from the US Zone of Germany. Engineers must have definite ability as supervisors. Studio recording and transmitter installation and maintenance experience required. Other personnel must have minimum 3 to 5 years commercial radio experience in respective fields. Call Mr. Adelman, Watkins 4-1000, Ext. 95, 641 Washington St., N. Y., for personal interview appointment during 2 weeks beginning August 8, 1949.

Production-Programming, others

Wanted. Topflight continuity director for one of largest regional network affiliates in midwest. Must be experienced all types of copy, including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting salary with plenty of advancement opportunity. Give complete details including references and samples in first letter. Box 942B, BROADCASTING.

Farm editor. 50 kw California station. Must know California agriculture. Excellent opportunity to establish yourself in nation's richest farm area. Farm as well as radio background and friendly air personality essential. Give full details in first letter. Box 957B, BROADCASTING.

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 989B, BROADCASTING.

Help Wanted (Cont'd)

Promotion and part-time newsman. 250 watt independent in northeastern Illinois. Prefer man between 25 and 35. Salary based on experience and education. Send qualifications and references to Box 49c, BROADCASTING.

Situations Wanted

Managerial

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

Sales manager-salesman. Employed. Experienced. Dependable. Desires permanent position with progressive station in market with good potential. Box 911B, BROADCASTING.

Manager, sales manager. Experienced in all phases of broadcasting, management and promotion. Presently employed as sales and promotion manager. Minimum salary $6000. Prefer midwest or southwest. Box 913B, BROADCASTING.

Trade 25 years experience, engineering, announcing, program director, sales manager. Ten years top network announcer. Strong on sales and low cost operation. Built five stations from ground up, can handle station from CP to top sales position. Trade this experience and more for position as manager—general manager network station. Minimum salary $7800 plus commission. Further details on request. Box 933B, BROADCASTING.

Working but available. Top management echelon, work together as team, general manager, commercial manager, program director. Each man has station management experience, also experience in all radio phases. Capable, industrious, dependable. One has 25 years experience, one has 20, one has 10. Available as consultant team in all AM and FM departments except engineering. Box 9c, BROADCASTING.

Someone needs these qualifications for management of 250 watt station. Sales, copy, program experience. Good announcer. Hold 1st phone license. Six years diversified work in several stations. No self-proclaimed genius but willing newcomer with ideas and plenty of effort to expend. Vet, 29, family. We're a cinch to get together on salary. Available two weeks notice. Go anywhere. Box 19c, BROADCASTING.

Do you desire a general manager with a 12 year highly successful radio background, careful business management, highest character, community-minded, thoroughly experienced in all phases of network and independent station operations, dotes on competition, one who puts accent-plus on salesmanship, and black-ink operation? I would like to bring my extensive experience into a progressive organization that will above all, offer stability, and an opportunity to become an integral part of a progressive community with a potential future. An organization, whether it's already enjoying broadcasting activities, whether its anticipating independent or network operation, can readily use my 12 years of solid radio background. I'm thirty two years of age, a stable family man with a college education. My radio career has consisted of pleasant association with a very reputable organization in the capacity of production manager for two years, commercial manager for three years, and general manager for seven years. My A-1 knowledge of overall station operation, has been the results of hard work in each important department. My managership has been served in a too station, located in a highly competitive metropolitan market. I enjoyed the profitable pains of the birth from independent to network operation. With regret and for bonafide reasons, I'm seeking affiliation with another firm offering the same down-to-earth opportunities; permanance, security and a large potential. Box 31c, BROADCASTING.

Situations Wanted (Cont'd)

Manager, superior qualifications. Can combine programming, sales and management. Desire situation in difficult market. Box 35c, BROADCASTING.

Manager-salesman. Available for station in east or southeast. Excellent sales record. Good background. Married. Five years radio experience. Will arrange personal interview and consider your offer. Box 48c, BROADCASTING.

General manager. Desires to make change. 25 years experience all phases broadcasting. Box 62c, BROADCASTING.

Manager-program director. Ten years experience in all phases, solid administrative background, programming, announcing and know-how. Want permanent position with sound station. Veteran, married, age 33. Excellent references. Available immediately. Box 65c, BROADCASTING.

Salesmen

Experienced salesman wants small market with good potential. Married, sober, permanent. Best references. Box 905B, BROADCASTING.

Experienced sales manager available immediately. Excellent record in sales. Sold over $75,000 local sales on 250 watt network station. Left to become manager of regional Ford Motor dealership. Desire to return to radio selling. Married. Two children. Sober. Age 31. Responsible, honest, aggressive and dependable. Salary important but secondary to permanent position and chance for future progress. Box 50c, BROADCASTING.

Well experienced salesman-salesmanager seeks worthwhile connection. Good references and record. Box 54c, BROADCASTING.

Experienced active salesman or commercial manager, successful record, desires position, salary-bonus basis, about $100 week guarantee. Married, ambitious, reliable, best references. Employed, available on resignation. Box 58c, BROADCASTING.

Announcers

Experienced, versatile staff announcer. Married. Excellent references. Go anywhere. Box 902B, BROADCASTING.

Announcer needs that first break. 24, single. Recent graduate of leading radio school. Can handle commercials, news, disc shows, etc. Can also write continuity. Will travel. Photo and disc available Box 912B, BROADCASTING.

Experienced newscaster. Double sports, sales, programming. College degree. Permanency desired. All offers considered. Box 955B, BROADCASTING.

Experienced play-by-play sports announcer, ability to build and keep audience, hard worker. Excellent references. Also experienced staff announcer, all phases news. Box 920B, BROADCASTING.

Announcer, graduate leading radio school. Two years experience in independent station. All type shows, ambitious. Letter and disc will tell story. Box 927B, BROADCASTING.

Disc jockey, singer, western and hillbilly. M. C. for live jamboree show. Eleven years experience. Play guitar, bass, sing any part in trio. Fine mail pull commercial man, sober, reliable. Send record, photo, go anywhere. Box 929B, BROADCASTING.

Experienced announcer. Staff, sports. Available immediately. Box 944B, BROADCASTING.

Sportscaster with two years experience. University degree, radio advertising. Vet., 24. Consider all offers. Box 954B, BROADCASTING.

G.I., two years college experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salary not important. Box 986B, BROADCASTING.

Young woman desires position as woman's commentator. 3½ years experience air work, all phases educational and commercial radio. Box 7c, BROADCASTING.

Thoroughly experienced announcer-newscaster interested in joining station offering advancement and good pay in return for high quality work and dependability. Disc available along with resume of experience. Box 10c, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Announcer with one year experience. Presently employed with an independent. Wishes a position with progressive station that needs a man who is heavy on news and commercials. No sports. Box 12c, BROADCASTING.

Announcer-program director. Available immediately. 11 years experience. College in business administration. Contact for full details. Box 14c, BROADCASTING.

Experienced staff announcer. Can operate console, write continuity, program. Age 21. Desire Dakotas or Minn. Available at once. Box 17c, BROADCASTING.

Sports announcer. Experienced high school, college football and basketball play-by-play. Presently employed, seeking advancement. Box 18c, BROADCASTING.

Sportscaster. 13 years experience. Available for start of football season. Play-by-play football, basketball, golf, tennis, baseball. Recreations football, baseball, horse racing. Top sportscast. Prefers large market with TV future. Box 37c, BROADCASTING.

Announcer experienced. Desires position with northeastern station. Knows board. Available for personal interview. Good voice. Box 38c, BROADCASTING.

Puerto Rico? Hawaii? South America? Anywhere in U. S.? Sure, I'll go. One of the top original disc men, available for all-night, morning or any kind of record show that requires top-notch ability. No less than $175 weekly. Now managing a station. Will consider combination manager-disc job. Box 20c, BROADCASTING.

Want a home, announcer, engineer, 10 months. Commercial broadcasting. Good mail bull. DJ shows, newscasts and remote pickups. With net affiliate. 29, single. Box 21c. BROADCASTING.

Announcer now teaching college speech wants to get back into radio. Experienced in every phase, including sales. Stations with hire 'em—fire 'em policy do not reply. $395 per month and talents. Box 23c, BROADCASTING.

Experienced announcer desires position with network outlet. Northeast or east preferred. College graduate, 26, single. Box 25c, BROADCASTING.

Young aggressive veteran, graduate of large midwest university wants opportunity to show potentialities. College experience in announcing, sports play-by-play, disc jockey and writing. Disc or references by request. Box 30c, BROADCASTING.

Experienced all phases. Complete play-by-play all sports. 3 years experience. Box 36c, BROADCASTING.

On the loose. Announcer 6 years experience staff play-by-play, news. Resigned as P.D., asst. manager, want announcing. No discs available but superior recommendations. Consider all reasonable offers. Box 43c, BROADCASTING.

Proven record, pleasant voice, exceptionally versatile with 5 years top experience, emphasis on sports and news. Presently employed, excellent references. State salary offer. Box 45c, BROADCASTING.

Announcer. Young, some experience, schooling, versatile, wants to settle down. Box 47c, BROADCASTING.

Announcer, experienced. Presently employed NY 1000 watt network. All phases and console. Strong on commercials. Northeast stations only. Disc on request. Box 51c, BROADCASTING.

Hungry radio announcer-TV director is switching back to radio 'cause radio pays off. Wants staff announcing-disc jockey work in any progressive station in the states. Single, 22, college man. Disc and past positions on request. Box 53c, BROADCASTING.

Experienced staff and feature announcer. Specialize in adlib. Disc shows, audience participation, sports, etc. Available immediately. Complete details upon request. Box 55c, BROADCASTING.

Newscaster. Staff announcer. Copy editor. Three years experience, family. Will travel. Available immediately. Photo, disc, references. Box 72c, BROADCASTING.

Serious minded university graduate. Reliable, loyal. Knows console. Writes copy. Need job. Anywhere. Disc, photographs, copy ready. Write Box 73c, BROADCASTING.

Sports announcer. Ten years all play-by-play. Top flight sportscast. Box 74c, BROADCASTING.

Situations Wanted (Cont'd)

Do you have the job that is waiting for me in radio? 12 years experience as disc jockey for dances. Announcing school graduate. Some radio experience. All replies answered. Box 75c, BROADCASTING.

Announcer, musical director, sports editor, copy. Operate board. Married, 25. Available immediately. Box 79c, BROADCASTING.

Play-by-play announcer presently employed desires change. Twenty four, married. Four years experience in all sports plus some staff. Best personal and business references. Details, tape on request. Would welcome opportunity for personal interview. Box 87c, BROADCASTING.

Educated, smart, intelligent, clever, experienced, dependable, (are you lucky) combo-man with ticket. 25, married, best at DJ work. References, hurry. Box 86c, BROADCASTING.

Combination announcer-engineer will consider position anywhere. Available immediately. Wire, phone, or write George Kregotis, 2701 Dodge St., Omaha, Nebraska. Harney 3952.

26, single, 7 years college, 6 languages, fine voice, diction, wants experience. At present golfing instructor at Willowbrook Golf Club. Richard Russell, 2 Witbeck Dr., Schenectady, New York.

Sports play-by-play, program director, sales. M. C., news, disc jockey. 10 years experience. Available immediately. Jim Shelton, 704 East Carson, San Antonio, Texas.

Alert, aggressive announcer, single. Desires position anywhere. Available immediately. Disc jockey, newscasting, continuity writing ability. Extensive classical music knowledge. Art Slavin, 79 Columbia St., Bridgeport, Conn.

Capable, aggressive young man, married, college, background, 5 years experience in announcing, production and programming. Desires permanent position with network station in west or northwest. Prefer town under 100,000 people. Excellent news commentary, sports play-by-play, and adlib. Will accept position as announcer, program director, or production manager. Can write excellent copy, if desired. Write or wire immediately. Ralph Sloan, 1055 North Evergreen Street, Memphis, Tennessee.

Technical

Engineer, 16 months experience, also announcing. Desires midwest area. Married, car, 25. Available immediately. Box 731B, BROADCASTING.

Vet. First class phone. Graduate of R. T. I. Good knowledge of radio, TV, music. Willing to work hard. Will travel anywhere. Box 763B, BROADCASTING.

Managers and station owners are invited to correspond with a presently employed chief engineer of a 1000w daytimer with the idea in mind that said engineer might switch. Interested in Rocky Mountain states. Box 775B, BROADCASTING.

Engineer, Experienced, reliable, own car. Desires position in northeast. Box 906B, BROADCASTING.

Engineer seeking position as engineer within 300 mile radius of New York City. Experienced, ambitious, intelligent. Cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 917B, BROADCASTING.

Class A amateur, first phone, desires chance to show ability and ambition on staff of progressive station in Ohio or eastward. Two years local network outlet experience. Veteran with car. Box 930B, BROADCASTING.

Engineer 1st phone, presently employed desires position with future. Experienced remotes, transmitter operator, maintenance. Box 934B, BROADCASTING.

Experience engineer. Married, no children. Looking for permanent position. Box 5c, BROADCASTING.

Combination engineer - announcer - copywriter. Presently employed. Box 6c, BROADCASTING.

Experienced chief engineer want to settle down permanently in Arkansas-Missouri-Oklahoma area. Some announcing, also play-by-play football and basketball. Sober, reliable, hard worker. Two weeks notice to present employer required. Excellent references, disc, photo on request. Box 15c, BROADCASTING.

Situations Wanted (Cont'd)

Young man anxious to use brand new first class radiotelephone license anywhere in United States. Has University commerce certificate. Veteran. Box 26c, BROADCASTING.

Engineer. Experienced control room and transmitter. Presently employed. Available on two weeks notice. Box 32c, BROADCASTING.

Combination man, single, good voice, go anywhere. Box 34c, BROADCASTING.

Four years experience, transmitter, c-r, remotes, recording. Young, serious. Most locations considered. Box 44c, BROADCASTING.

Engineer, experienced up to 50 kw, married, car, available immediately. Box 59c, BROADCASTING.

Construction engineer. Installation, studio design, consultants. 20 years experience AM-FM-TV. Let us build or re-model your station. Box 61c, BROADCASTING.

Chief engineer. 18 years experience. Plenty construction experience. Desire Florida or Arizona but will consider any good offer. Box 63c, BROADCASTING.

Broadcast technician now employed, looking for position with progressive station contemplating television. My several years experience as motion picture technician would make me particularly adaptable to telecine' operations. Experience in control room, transmitter, remotes etc. In addition to recording studio and 16mm motion picture production work. Over a year and a half at present location, best of references. Don't drink or smoke, consider any location. Box 64c, BROADCASTING.

Chief engineer, experienced all phases, wants permanent position with progressive station now operating or under CP. Box 66c, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Combination engineer-announcer, primarily an announcer, 2 years straight announcing. Just received 1st phone ticket. Married, automobile. Box 70c, BROADCASTING.

Engineer-RCA grad. First phone, AFRS experience, married, will travel. Box 82c, BROADCASTING.

Radio engineer, New York experience. Highest recommendations. First phone, experienced studio XMTR remote live dramatic-recording. Willing to travel. Box 85c, BROADCASTING.

Engineer control, operating and installation experience. Young, single willing to work, reference. Don Biskup, Orleans, Nebr.

Transmitter operator. Four years broadcast experience. Thirty. Single. Would like to discuss your requirements. Location relatively unimportant. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Combination engineer-announcer. First phone, inexperienced, willing to learn. Single, desire position in north central states. Disc, references on request. Clarence Arndorfer, Galt, Iowa.

Engineer. 22 months experience, transmitter and control, AM and FM. Graduate RCA general course. Have car. Will travel. Married, sober, dependable. Harry Hochberg, 3280 Rochambeau Ave., Bronx 67, N. Y.

Engineer. Experienced in FM-AM, 1st phone, 2nd telegraph, class A amateur. Available immediately. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Combination man, first phone, married, car. Inexperienced but willing to learn. Disc and references on request. Gene Lienemann, 3815 Farnam, Omaha, Nebr.

Combination engineer-announcer. First phone, inexperienced, willing to learn. Single, car, desire position in north central states. Disc, references on request. James Nelson, Rolfe, Iowa.

First class license. 8½ months radio school. Can announce, no previous broadcasting experience. Disc and references sent on request. Donald Neumann, Route 3, Denison, Iowa.

Situations Wanted (Cont'd)

Young, dependable and efficient first phone man seeks combination announcing-transmitter or transmitter operator position in broadcast station. Free to travel anywhere. Good announcing voice. Disc and references upon request. Charles Veith, Mount Hope, Kansas.

Production-Programming, others

Capable, educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B, BROADCASTING.

Continuity writer, college background, desires change to 5000 watts in south or southwest. Thirty days notice. Box 901B, BROADCASTING.

Experienced radio farm director, college background, good ideas. Best references. Box 903B, BROADCASTING.

Experienced writer. Steady, reliable. References. Like small market, permanent position. Box 946B, BROADCASTING.

Satisfy sponsors with the right commercial copy, properly handled from start to finish. Intelligent service for your clients will mean high billings for you. If you are interested in an experienced, hardworking radio executive who is presently employed, but desires a position with a future, send any reasonable proposition to Box 992B, BROADCASTING.

Musical assistant. Seven years experience. Conduct, arrange, sing, scripts, announce. Family man. Box 8c, BROADCASTING.

News editor, continuity writer, production assistant. BJ AB. University of Missouri. One year experience writing, directing dramatic show for ABC affiliate. Experience continuity, news editing same station. Veteran, 26, married. Top references. Write Box 16c, BROADCASTING.

If yours is a progressive radio station in a wide-awake town and you need a women's director, my twelve years experience in local and network radio, publicity, writing, plus versatile extra-curricular activities may qualify me for the position. Only stations that can offer a good future need reply. Box 22c, BROADCASTING.

Experienced. Continuity, traffic air work. College graduate. Woman, 23. Desire lower Michigan. Box 24c, BROADCASTING.

A-1 newscaster-writer-reporter. 29, complete theoretical and practical background, newspaper and radio. Proven record commercial newscasting-writing-reporting with leading news station, local and regional newsgathering. Best references, family man, superior education, available August 15th, finishing year graduate study with journalism MA. Background shows leadership, executive ability, willingness to work. Community-minded. Want to settle permanently if possible. Can help handle audience measurement problems and station editorial policy. TV potential, good appearance, friendly, resonant voice, capable ad-libber. Consider all offers. Box 28c, BROADCASTING.

Producer-writer. Thirteen years experience. Beginning fourth year with network o and o. Seeking opportunity to advance. Music-dramatic background and all phases of program department operation. Vacationing in Chicago late August. Available for interviews. Box 46c, BROADCASTING.

Experienced script writer. Creative ability to write all types of programs. Resume and samples upon request. Box 56c, BROADCASTING.

Program director. 10 years experience. Thorough knowledge of program, production and sales. Strong on news, special events. Family. Good references. Box 57c, BROADCASTING.

New York state-New England. Five years experience. News editor. Announcer. Script writer. Available after August 12. Box 67c, BROADCASTING.

Program director. College-graduated in radio, backed by actual experience in nearly all phases of broadcasting. Wish position with small station, preferably new in east or southeast. Presently employed. Age 29. Married. Box 69c, BROADCASTING.

News editor, announcer. Five years experience available now. Interested in all offers. Don Mitchell, 27 North Columbus Avenue, Mt. Vernon, New York.

(Continued on next page)

XUM

Situations Wanted (Cont'd)

Television

Announcers

Announcer-DJ-writer trained and experienced in TV programming-production methods, desires position with TV station. Resumé, photo, references upon request. Write Box 80c, BROADCASTING.

Production-Programming, others

Young newsman wants TV news job or AM job with TV future. Experienced all phases newsgathering, reporting, broadcasting, top news station. Newspaper reporting, editing and photo experience. Top references, married, presentable, ad-lib, good voice, journalism MA. Box 29c, BROADCASTING.

For Sale

Stations

One kw daytime station in southeast for sale. Network affiliated. Paying about 20% based on sale price. Write Box 76c, BROADCASTING.

California 250 watt fulltime station for sale. Reasonable price and generous terms to the right party. Located near San Francisco Bay area. Prosperous and growing community. Box 786B, BROADCASTING.

Leading network station in A-1 western market. Annual gross nearly $100,000. Price $80,000. Box 33c, BROADCASTING.

For sale. 250 watt fulltime, local independent station in one station town. Southeast. Write Box 77c, BROADCASTING.

FM radio station for sale. Either as operating station or equipment separately. This station has two-acre site, nice transmitter building; equipment has been used less than two years. Below are listed major equipment items: GE FM broadcast transmitter exciter model 4BT1A; 3 kw amplifier model. Station monitor GE type 4BM-1-A Limiting amplifier GE type 4BA-5-A. REL FM broadcast receiver model 646. Console 25B speech input equipment. Western Electric. 3 Western Electric 109 type reproducers, complete. 5 spare 9A reproducer heads. 3 Robinson turntables. 1 audio oscillator, Hewlett Packard model 201B. 1 distortion analyzer Hewlett Packard model 325B. 1 vacuum tube testing equipment model 798 Weston. 1 Western Electric remote amplifier model 22D. 6 Western Electric 639A cardioid microphones. 5 Western Electric 633A salt shaker microphones. 1 Rek-O-Kut 16-inch recorder model M5 w/Webster head. 275' Truscon self-supporting tower. 4 bay GE antenna type BY4A complete with baluns, matchers and trombones. Co-axial cable. Andrew 1⅝"—51.5 ohms. 19 straight lengths. 2 expansion joints. 5 right angle bends. 1 45° bend. Gas inlet couplings, gauges, clamps, etc. Audio rack. 1 GE utility amplifier. 1 GE line equalizer. 1 GE line level indicator. New tubes—unused. 2 GE GL7D21. 2 GE GL5D24. 4-250's. 2 RCA 829B. 1 RCA 815. 1 GE phasitron. Used tubes, GE GL7D21's. Eimac 4-250A's. 815's. 829's. For further particulars address Daily News Publishing Co., Beloit, Wisconsin.

For sale. Two stations. One kw daytime and one 250 watts local. Available together or separately. Write Box 78c, BROADCASTING.

Equipment, etc.

FM equipment for sale. Western Electric 1 kw FM transmitter. Hewlett Packard FM monitor. RCA limiter. GE circular 4-bay FM antenna (gain 3.65). 330 feet 1⅝" Co-ax with elbows and joints. RCA speaker monitor amplifier. WE speaker with cabinet. Cost over $16,000, first check for $12,000 takes everything. Box 796B, BROADCASTING.

For sale. Brand new Gates modulation monitor. MO2639, never hooked up. $260. FOB. Box 973B, BROADCASTING.

Wire recorder, famous Webster 81, brand new, complete and in original carton. $59.95. Ninety day guarantee. Box 42c, BROADCASTING.

For Sale (Cont'd)

Latest model GE 10 kw FM transmitter, GE station monitor, amplifiers, rack cabinet, spare tubes, plugs, GE 4-bay antenna, 380' type 300 Wincharger insulated tower, lighting equipment, dehydrator, 410' 3⅛" line and 2 RCA 70-D turntables. Used less than year. New condition. Box 52c, BROADCASTING.

3 kw Federal FM transmitter, 3 Bay-RCA-FM antenna, Hewlett-Packard FM monitor. All used 1 year. Make offer. Box 81c, BROADCASTING.

Recording studio, well known, profitable Times Square vicinity. $5000 net profit per year. One man operated, will teach. Required $4000 cash-balance terms. Box 83c, BROADCASTING.

2 Brush BK403 good working order for 7½ and 15" per second recording. 500 in—500 out. Suitable for broadcasting use. Cost $385. Make best offer. 1 Brush BK403—3 and 3¾ and 7½" per second same as above except no 15" per second wheel. Box 88c, BROADCASTING.

For Sale. 5 kw Western Electric modified 5-C transmitter complete with tubes and 100% spares. In good operating condition. $1,000 FOB. Tacoma, Washington. First check buys it. Radio KMO, Box 1651, Tacoma, Washington.

For sale. Here is a real buy in tape recorders. Two Brush Sound Mirror BK401 bridging input, 600 ohm output recording level meter. One of these converted for use of scotch tape. Write KTRI, Sioux City, Iowa.

Truscon H-30 286 foot self-supporting tower will support FM or TV antenna, brand new, never erected, complete with insulators, A-3 lighting. All hardware and base reinforcement steel. Cost $10,500. Will consider all offers. WHHH, 2nd Nat'l Bank Bldg. Warren, Ohio.

FM—Complete equipment to begin 250 watt FM-operation. Includes REL model 549A-DL transmitter, 600 R frequency monitor, 600 AMPR monitor amplifier, 623R program amplifier, 643R pre-emphasis unit, 641R power supply, Andrew folded quadrupole antenna, 200 foot Lehigh self-supporting tower, 325 feet RG/20-U coax. Total cost new over $7500. Has given completely satisfactory service for 28 months. Bargain. We are going to 3 kw approximately October 1. Will sell either equipment or tower separately. Write Ted Bailey, Chief Engineer, WJBC, Bloomington, Illinois.

Webster Wire recorder. Used 12 hours. $100 FOB. Press-Radio Club, 330 Clayton Street, Montgomery, Alabama.

Truscon 350 ft. self-supported tower dismantled, immediate delivery $5500 FOB Indianapolis. Also WE 1 kw FM transmitter, $5000. Steve Cisler, WKYW, Louisville, Kentucky.

Employment Service

Immediate openings in nearly every state of the union. Managers through copywriters needed. Need 23 engineers who will announce. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Managerial

COMMERCIAL MANAGER needed to head sales staff of 250 watt fulltime station in midwestern city of 25,000. In operation six months, this is the only station in this area. You need not apply if you are not over 35 years of age, married, sober, experienced in sales management and willing to live in a small town. This is a fine opportunity for the right man. Attractive financial arrangement. Contact "Tiny" Joe Jordan, General Manager, Radio Station WSAL, Logansport, Indiana immediately.

Production-Programming, others

SCRIPT WRITER

50 kw network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types, including network originations. Emphasis on musical and dramatic shows. Permanent job for person desiring to live in midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 40c, BROADCASTING

For Sale

Equipment, etc.

FOR SALE

Brand new GE BT1A 250 watt FM transmitter in factory packed cases with 97.7 mg. crystal, four 24A transmitter mountings, two 311A plugs, two 9A, two 8B and four 11A transmitter attachments, two 713A adapters, one 25B speech input equipment complete with 2 sets of tubes, four P2AA cords and one 753C speaker. Actual cost $8,846.93. Best offer takes it. Box 971B, BROADCASTING.

FOR SALE

RCA 1 kw AM transmitter

BTA — 1 L

To be sold for best price offered. Includes two sets of tubes, two crystals, instruction book. Original cost $8,750.

BOX 41c, BROADCASTING

Schools

The SCHOOL of RADIO TECHNIQUE

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America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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Employment Service

CUTTING EXPENSES?
Mr. Station Manager,—

Here's your chance to save money. Hire announcers and disc jockies who have been trained on the air over New York stations. They know all phases of radio including commercial writing, console operation, selling, and station routines.

We have qualified men willing to trade dollars for experience in your station. Resumes with photos and discs available on request. Wire collect your requirements to America's famous radio school.

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Successful station wants capable manager. Will give favorable management contract and make 40% of stock available for $12,500.00.

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Sterling 4341-2	Central 1177	Exbrook 2-5672

CROSLEY OPENS
Two FM Outlets in Ohio

WLWB Dayton and WLWF Columbus, FM outlets of the Crosley Broadcasting Corp. in those Ohio areas, went on the air July 18 and 19 respectively.

Facilities of WLWB occupy the same transmitter and antenna site as television station WLWD. Facilities of WLWF are located in the same building housing WLWC's video equipment.

WLWB will operate with an effective radiated power of 20 kw, while that of WLWF will be 15 kw. Both stations will carry WLW AM programs for a minimum of six hours daily.

Technical

DALE W. GALLIMORE, formerly of WDVA Danville, Va., has joined engineering staff of WHHT Durham, N. C. Mr. Gallimore served as radar man in Navy for three and one-half years and studied at Danville Technical Institute.

CHARLES DOERING, until recently at Carelton College, Ottawa, Ont., has joined CKSF Cornwall, Ont., as engineer.

MIKE CHUCKRAY, engineer for KXOK St. Louis, is the father of a girl, Susan Mary.

SPRAGUE ELECTRIC Co., North Adams, Mass., announces small 85°C. molded capacitors in ratings as high as 10,000 volts d-c and suitable for high-temperature conditions met in television, industrial electronics, and various radio applications.

ED CONTURE, engineer at ABC Hollywood, is the father of a boy.

MINNESOTA MINING & MFG. Co., St. Paul, announces production of short-playing reel of "Scotch" sound recording tape 150 feet long, which provides three minutes' playing time on conventional recorders and 12 minutes on dual track. Tape is backed by paper or plastic, and is identical to other "Scotch" sound recording tapes, firm reports.

ROBERT SCHREINER, engineer at WHLI WHLI-FM Hempstead, Long Island, is the father of a boy, Michael Robert.

Programs

FROM BIRTH to old age in 13 weeks is span of *We Human Beings*, educational series produced by Lowell Institute Cooperative Broadcasting Council over WCOP and WCOP-FM Boston. Show is semi-documentary, dramatizing problems people face in course of their lives, and features psychologists, sociologists and other specialists from nearby colleges and universities. Series is written and directed by R. Jarrett Tangney, member of Council staff.

Dream Kitchen

HOME ECONOMIST, shown working in Hotpoint-equipped kitchen set up in studio, is format of new WBAP-TV Fort Worth program—first studio-produced daytime show from station. Cooking demonstrations and ideas combine with all-round instruction in use of home appliances. Show is sponsored by Graybar Electric Co. and Hotpoint.

Current Business Problems

SERIES of five special programs are being presented by U. S. Dept. of Commerce in cooperation with NBC. Programs are related to President Truman's mid-year report to Congress and broadcast on economic state of nation. Produced weekly on *University of Chicago Round Table*, shows are run under general title, "How's Business?"

Good Earth

MAKING USE of laboratory samples and Dept. of Agriculture films, Dr. Edward H. Graham conducts *The Earth Can Provide* series on WNAC-TV Boston. Dr. Graham is chief of Biology Div., Soil Conservation Service, U. S. Dept. of Agriculture, and member of Harvard Summer School faculty. Topics discussed will be: Soils, water, land classification and use, forests and range land, and wildlife. Show is produced by Lowell Institute Cooperative Broadcasting Council.

Outstanding Substitutes

TEN DISTINGUISHED Washington ladies will substitute on Nancy Osgood program, aired on WRC Washington five times weekly, while Miss Osgood is on vacation. Substitute hostesses are: Mrs. Charles Brannan, wife of Secretary of Agriculture; Miss Esther Van Wagoner Tufty, head of Tufty Washington news bureau; Mrs. Claude Pepper, wife of Sen. Pepper; Mrs. Harris Ellsworth, wife of Oregon Congressman; Mrs. India Edwards, executive director of women's division of Democratic National Committee; Christine Sadler Coe, Washington Bureau Chief, *McCall's* Magazine; Sonia Stein, radio and TV editor for *Washington Post*; Hope Risings Miller, magazine writer; Mrs. Ken Regan, wife of Texas Congressman, and Miss Drucie Snyder, daughter of Secretary of Treasury.

'Cut-Out Lady'

LARGE EASEL, three white boards, black paper and scissors are equipment for *Cut-Out Lady* program on WHIO-TV Dayton, Ohio. "Cut-out Lady" Ann Rike illustrates her children's stories with silhouettes of Timothy Terrior and his friends. Station offers broad-scale promotion and merchandising campaign in conjunction with program.

Rumba Lessons

WEEKLY *Rhumba Club* session on WTMJ-TV Milwaukee features four couples being taught rhumba by Lester Mayhew Jr., dance instructor. Aired early Saturday evenings, program is designed to instruct young couples before they leave for dancing dates. More than 150 requests for charts on rhumba lessons have been received weekly since program started, station reports.

'That's the Story'

ORGAN MUSIC sets mood for legend, biography, current events, human-interest tales or poetry, any of which may be heard on *That's the Story* on WHAS Louisville. Daily program features anything from poetry to latest show-business slang, be-bop, or interview with celebrity.

Road Games on TV

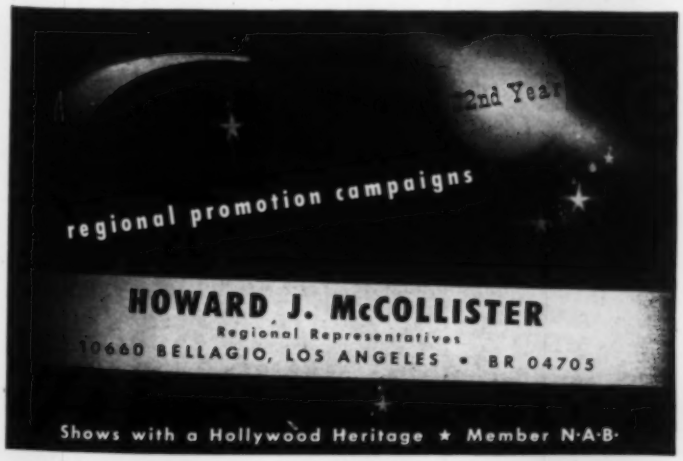
LARGE DIAGRAM BOARD of ball grounds, with movement and position of ball and players indicated by flashing electric lights set in board, enables WCPO-TV Cincinnati to telecast baseball games when Cincinnati Reds' are away from home. Regular description backs up telecast, with moving diagram making plays easy to follow.

Viewers Solve Mystery

AGAINST BACKGROUND of courtroom, complete with judge, bailiff and witnesses, witness to crime reads statement which gives clue to solution of mystery on *Judge for Yourself* over WSB-TV Atlanta, Ga. Three contestants are allowed to cross-examine witness. After three clues have been given, if no one in studio has found solution, home audience may call in answer. Rewards are offered for correct solution.

Chandler to CBA

GEORGE CHANDLER, owner of CJOR Vancouver, was elected director for British Columbia to the Canadian Assn. of Broadcasters at mid-July meeting of British Columbia Broadcasters Assn.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DJ-741

WAYNE King
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My First Love, My Last Love, For Always
DJ-740

RAY McKinley
Only For Americans
Every Night Is Saturday Night
DJ-738

VAUGHN Monroe
Someday
And It Still Goes
DJ-739

CLAUDE Thornhill
On the 5:45
Who Do You Know In Heaven
DJ-737

*"DJ" disks are special platters for disk jockey and radio station use!

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Listen for the words "Transcribed by AMPEX" after the great shows in radio

Here's how the *NEW*

Series 300

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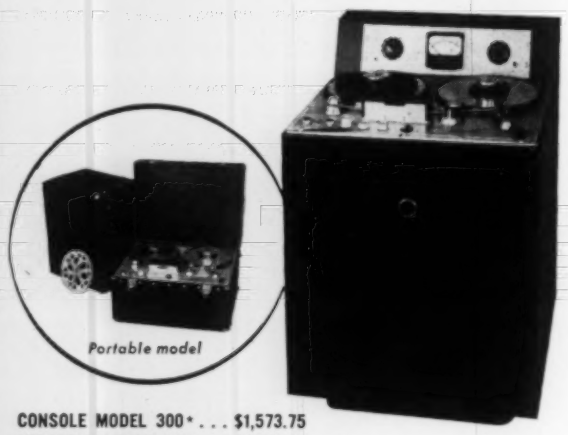

CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75

**Meter Panel Extra F. O. B. Factory, San Carlos, Calif.*

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

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ACTIONS OF THE FCC

JULY 22 to JULY 29

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

July 22 Applications . . .

ACCEPTED FOR FILING

License for CP

WERE Cleveland—License to cover CP new AM station.

WEHS Chicago—License to cover CP changes in FM station.

Modification of CP

KICK Springfield, Mo.—Mod. CP new AM station for extension of completion date.

KRMD-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

WAGE-FM Syracuse, N. Y.—Same.

WAVU-FM Albertville, Ala.—Mod. CP change ERP to 3.24 kw, ant. to 360 ft.

WCON-TV Atlanta—Mod. CP new TV station to change ERP from 4.9 kw vis. 2.5 kw aur. to 50 kw vis. 26.3 kw aur.

TENDERED FOR FILING

AM—920 kc

WGST Atlanta—CP change from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

July 25 Applications . . .

ACCEPTED FOR FILING

CP for Changes

WFMY Greensboro, N. C.—CP change ERP to 51.6 kw, decrease ant. to 407 ft.

License for CP

WTWN St. Johnsbury, Vt.—License to cover CP new AM station.

Modification of CP

KROW Oakland, Calif.—Mod. CP changes in AM station for extension of completion date.

KMSU Missoula, Mont.—Mod. CP new AM station for extension of completion date.

KSRR San Bruno, Calif.—Mod. CP new FM station for extension of completion date.

WTVJ Miami, Fla.—Mod. CP new TV station for extension of completion date.

July 26 Decisions . . .

ACTION ON MOTIONS

By Commissioner Jones

Felix H. Morales, Houston, Tex.—At request of counsel for John F. Cooke, Houston competing applicant, deferred action on petition of Morales to amend application to specify 1480 kc 1 kw D at Pasadena, Tex., in lieu 1510 kc 1 kw D at Houston.

West Allis Bcstg. Co., West Allis, Wis.—Granted petition to dismiss without prejudice application for CP.

KWKW Pasadena, Calif.—Granted petition to dismiss without prejudice application for assignment of license.

Martin L. Schulman, Plattsburg, N. Y.—Granted petition to continue hearing on applications of Schulman and Clinton County Bcstg. Corp., Plattsburg, N. Y.; hearing continued to Oct. 10 at Washington.

WDIA Memphis, Tenn.—Granted petition for extension of time to file engineering exhibit in re proceeding upon application for CP; time extended to Aug. 19.

Steel City Bcstg. Co., Gary, Ind.—Granted petition for leave to amend application for CP to submit revised financial data; accepted amendment.

KID Idaho Falls, Ida.—Scheduled for hearing Sept. 13 at Washington application for mod. CP.

Colonial Bcstg. Co. Inc. and WHIT New Bern, N. C.—Granted petition for continuance of hearing on applications; hearing continued to Sept. 12 at Washington.

(Continued on page 79)

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
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PORTER BLDG. LO. 8821
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National 7757

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WASHINGTON 5, D. C.

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Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
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Production

GEORGE FOGEL has been named producer on NBC *Chicken Every Sunday*, and **WILL GLICKMAN** and **JOE STEIN** have been appointed co-writers of NBC *Ethel Merman Show*.

MADONNA TODD, veteran Scripps-Howard newspaperwoman and former NBC continuity editor, joins CBS San Francisco as continuity editor. Miss Todd organized San Francisco's first continuity desk at KPO, now KNBC, during the '20's. **CLAIRE MARTIN** has joined script department of KCBS replacing **SHIRLEY BOROFF**, resigned.

MAC McGARRY, chief announcer at WBEC Pittsfield, Mass., is announcer on ABC this summer for **GEORGE SOKOLSKY's** news commentary show, Sunday, 10:45 p.m. Program is originating at WBEC during summer.

THOMAS L. GRAEFF, new to radio, has joined transcription department of ABC Hollywood.

TED BOOTH, former music director at KSOK Arkansas City, Kan., has joined WGIG Brunswick, Ga., as program director-chief announcer.

DON BARKSDALE, Bay Area basketball professional, joins KLX Oakland, Calif., as disc jockey on new program, *Harlem Holiday*.

FRED MUXFELD has been appointed program director for WJBC WJBC-FM Bloomington, Ill., succeeding **JOE GLASS**, resigned. Mr. Muxfeld was with WJBC before joining the Army.

BROOKE TAYLOR, disc jockey, has been appointed program director of WJMO Cleveland.

KATHERINE KERRY, *Women's Page* commentator for KCBS San Francisco since 1943, will resign Aug. 15. **ARTHUR HULL HAYES**, CBS vice president and KCBS general manager, announced last week. Miss Kerry plans to take a trip around the world. Before joining KCBS, Miss Kerry was associated with McClatchy newspaper and radio chain, where she was known to radio listeners as "Katherine Kitchen." She also has served as home economist for California Sugar Growers Assn.

RUTH HOWELL, daughter of **REX HOWELL**, part-owner of KFXJ Grand Junction, Col., is working as librarian for station this summer. Miss Howell is on vacation from Denver U. where she is studying radio.

BERNARD S. KRAUSE, announcer at WGY Schenectady, N. Y., has been appointed acting supervisor of science programs. Succeeding him as announcer is **WILLIAM H. CARPENTER**.

JAMES BERRY, formerly announcer with KFWB Hollywood, and **DICK TUFELD**, formerly with NBC Hollywood, have joined announcing staff of ABC Hollywood. **LEA LINDA MASON**, formerly with NBC Hollywood, has joined ABC Hollywood music department.

CLARKE ALEXANDER, formerly announcer at WWL and WNOE New Orleans, and recently doing freelance radio dramatizations in New York and Chicago, has joined announcing staff of WHLI and WHLI-FM Hempstead, Long Island.

THOMAS FREEBAIRN-SMITH, production and program manager of KFWB Hollywood, has resigned to enter television and will announce new affiliation upon expiration of his contract this month. **BILL RAY**, assistant to **HARRY MAIZLISH**, KFWB general manager, takes over Mr. Smith's duties.

JOHN SHIELD, former radio speech instructor at Rex Radio School, Seattle, has been added to continunity staff at KIRO same city.

BOB MILLER has joined announcing staff of KTRI Sioux City, Iowa, after working in same capacity at WGIL Galesburg, Ill.

BILL BULLINGTON, former production manager of KSGM Ste. Genevieve, Mo., has joined KRHD Duncan, Okla., as program director and sports announcer.

SEAMAN JACOBS has been added to writing staff of projected *Ed Wynn Show* to be telecast on CBS-TV.

DONN RANDOM, freelance announcer, has joined announcing staff of KLX Oakland, Calif.

GRANT MERRILL, member of teaching staff at U. of Washington, has joined continuity and traffic departments at KING Seattle.

JOHN SLAGLE, disc m.c. at WXYZ Detroit, has been elected honorary member of Detroit Squadron Air Force Assn. in recognition of his support of Air Force activities. He will be guest of honor at association air show Aug. 6.

BILL WOOD, chief announcer at KODY North Platte, Neb., and Marie Gibbs have announced their marriage.

BOB FERRIS, announcer for KJR Seattle, is the father of a girl, Kathleen Louise.

BEN A. HUDELSON, educational director for WBZ Boston, is the father of a boy.

LAWRENCE MENKIN, associate producer at DuMont TV Network, is the father of a boy.

Sports

(Continued from page 47)

a demonstration or explanation of the game's essentials. The football approach has already been explained; in boxing, a pair of fighters match gloves in the ring demonstrating body and head punches, holding the ropes and—gently—illegal punches. Even the judging of rounds, a mystery to all save the most avid boxing fans, is explained before the fight over WLWT by officials. This explanatory approach used in most sports televised over WLWT, has won us great praise.

By using a system whereby each cameraman is thoroughly familiar with the game from skull practice to action, and pre-conceived routine of what shots he is responsible for, depending upon the lenses he uses, it is possible for me to combine the commentary and produce it at the same time. Thus, I have announced and produced every sport telecast by WLWT except the Red's baseball games, where Waite Hoyt's AM play-by-play is used for the audio.

It has been our policy to use a television set in our mobile unit and on some locations the television set is taken inside the arena. So that the announcer does not confuse the televiewer, he watches the screen and supplies the necessary commentary from the picture which appears. Thereby, the televiewer always sees the picture the announcer is talking about. However, in basketball, football and baseball, where substitutions are used, it is sometimes necessary for the announcer to have a position where he can view the entire field.

For harness racing, horse racing, midget auto racing, daredevil shows we have our own microphone set close to the announcer employed by the promoter to do the public address system announcing. Thus he is more familiar with people traveling with the show and terms connected with the sport. In this manner the announcer acts as the "man who doesn't know" and thereby questions the P. A. announcer about the various terms used in connection with the sport.

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A Continuing Study of Major Radio Markets

Study No. 15

Detroit

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This agency built the first special network to fit special markets. We are still serving this account and many others over regular networks and spot stations.

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Builders of custom networks to completely dominate the market the client wants, without waste.

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A	1.80	1.36
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WKMH

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Fred A Knorr
President and Gen. Mgr

Weed and company
National Representatives

THE

Fifteenth of a Series

By JAMES P. GALLAGHER

WHAT'S in a nickname? Known for two generations as "The Motor City" and during World War II as "The Arsenal of Democracy," Detroit prefers to be called "The City Where Life Is Worth Living" or "The Dynamic City."

But the clue to understanding and selling the Detroit market lies in the fact that the people consider it a *good place* to make a *good life*.

The Detroit area's 2,725,000 residents are home-owners. In the city proper there are 326,111 single and two-family dwellings, as against only 14,275 multiple units. So it is plain that any sales campaign directed at the cliff-dwellers of the East will miss the heart of Detroit.

A majority of Detroit's homes are owner occupied, with the percentage rising each year, due partly to the post-war shortage of rentals but mostly to the character and ambitions of the population.

And this is only part of the market. Adjacent municipalities add 81,700 dwelling units, and unincorporated areas increase this by 41,300, with an even higher ratio of single, owner occupied units than the city proper.

A *Detroit News* estimate gives a total of 577,000 dwelling units in the city or a metropolitan area total of 700,000.

And they are home-staying people, too. Night clubs have rocky going, but neighborhood taverns are numerous. These Detroiters must be sold *in their homes*, which explains the success of the outstanding radio and television stations in the area.

The terrific Detroit market is split among a relatively small number of stations, thus making it possible for each to show a very respectable listening public at any given time. The AM field is covered by eight stations: WWJ (NBC), WJR (CBS), WXYZ (ABC), CKLW (MBS), WJBK, WJLB, WEXL and WKMH. WEXL and WKMH are located in suburbs.

All these except WKMH give simultaneous FM broadcasting. In addition, there are four exclusive FM operations in Detroit. Three are commercial—WDET (FM), WJJW (FM), WLDM (FM)—and one is non-commercial, WDTR (FM), operated by the Board of Education.

1948 AM Billings Near $8 Millions

Just how *big* is this Detroit radio market? In 1948, time sales of the eight AM outlets totaled $7,800,000, with the billing of the three FM-only stations pushing the total over $8 million. In addition, there is a TV market that will add up to better than a half-million dollars this year at a very conservative estimate, based on 1948, plus growth in 1949. Breakdowns between local and national billing aren't quite so accurate, but a good estimate would be that $3 million comes from local advertisers alone.

It is hard, sometimes, to convince non-Detroiters that there is anything else sold in the city but automobiles, and that it is not unique for someone to work anywhere but in the huge auto plants. The city doesn't try to hide its dependence on, and pride in, the sprawling factories that made it world famous, but it likes to emphasize the hundreds of other important segments of its economic life.

As one production man put it, "Nobody makes nuthin' until we make the tools for them." And he was almost right. Tool and die companies in the Detroit area cover five full pages of type in the telephone directory, and are busy the year around turning out the means of production for industries all over the world.

Founded in 1701 by Antoine Laumet de la Mothe Cadillac, as

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Detroit

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a fort to contain the English in the West, the city has been a center of commerce ever since. In 1948, the total retail sales in Wayne County were $2,892,344,000, a gain of 13% over 1947, which had been the biggest year in history until then.

Sales like this can only be made to well-paid workers, which is what the Detroit area specializes in. The average hourly rate of a factory worker in Detroit had risen to $1.71 by the end of last year, which gives a weekly paycheck for 40 hours of $68.40. The high take-home of the city's workers was reflected in federal bank records which show a jump of $20 million since last year, and a gain in savings deposits of $5 million.

The metropolitan area's market of 2,725,000 residents tells only part of the story. Detroit is also the shopping center for much of southern Oakland and Macomb counties just to the north, well within the effective radius of the Detroit stations. At the turn of the century Detroit, of the wide shady streets and lovely homes running out East Jefferson along the riverfront, had a population of only 285,000. But the invention of the automobile and the circumstances that induced Detroit to take this new industry to its heart and make it into the leading single industry in the country, transformed a quiet town into the fourth city of the nation, and the third greatest manufacturing center.

Detroit's 144 square miles rise so evenly from the 11 miles of frontage on the Detroit River that the terrain appears level. There is a man-made skyline though, in the form of ranges of skyscrapers and banks of smokestacks, culminating in the tower of the Penobscot Bldg., 557 feet from the sidewalk. This, in turn, is topped by radio, for the WWJ-FM and TV operations are handled from the top of this building, with the antenna towering over the entire city.

Commercial radio came early to Detroit. WWJ, the *Detroit News* station—at that time W8MK, later WBL on Oct. 13, 1921, and finally WWJ on March 3, 1922—began to broadcast regular programs on Aug. 20, 1920, and has been in continuous operation since that date. There has been a constant dispute over whether or not WWJ antedates KDKA Pittsburgh, mainly turning on what is considered "regular programs." This was the beginning of a long line of firsts claimed by the station, which is now under the general managership of Harry Bannister. They include the first announcer, William F. Holliday, the first news broadcast, dance orchestra, and many others.

In 1918, Dr. Lee de Forest was in New York City, where he was told by the government radio inspector that there was no room in the ether for mere entertainment, the air being needed for Navy communication. Driven from New York, Dr. de Forest tried to convince newspaper owners that they should install broadcasting equipment, pointing out that every big city had an increasing number of owners of those queer contraptions called crystal sets.

Scripps' Radio Interest Dates From 1901

The first man to take to his idea was William E. Scripps, now head of all the *News*' enterprises. He had been interested in radio since 1901, when he saw a demonstration by Thomas E. Clark, who sent a message to a point two blocks away in downtown Detroit. Mr. Scripps bought a small transmitter panel for the *News*, and it was tucked away in a corner of the sports department. It mounted two oscillators and two rectifier tubes, similar to the one Dr. de Forest had been selling to the Navy. Since Feb. 13, 1925, WWJ has been the Detroit outlet for NBC.

CBS in Detroit is represented by the G. A. Richards station, WJR. Starting with an almost bankrupt property in 1926, Mr. Richards built it into one of the most profitable radio properties in the country. With its 50 kw, WJR attracts a high percentage of national accounts. Harry Wismer, sportscaster, has had a rapid rise in the organization, and is now general manager of WJR. In January 1947 Mr. Wismer also was named assistant to the president of the G. A. Richards' stations, and a few months later was elected to the board of directors. Worth Kramer assists him at WJR.

The only network-owned and operated station in Detroit is WXYZ, bought by ABC in 1946. ABC retained most of the personnel of the station and raised James G. Riddell, veteran of 18 years with WXYZ, to general manager. Harold S. Christian, who doubles as commercial and merchandising manager, has built both sales and a strong merchandising reputation.

Since 1932, CKLW has been a network outlet in the Detroit area. With studios in both Detroit and Windsor, and offices in both cities CKLW is truly an "international affair." J. E. (Ted) Campeau is president of the Western Ontario Broadcasting Co., holder of the license, and E. Wilson Wardell is commercial manager. Outlet for CBS until 1935, CKLW now is the Mutual and Canadian Broadcasting Corp. outlet. Like WJR, CKLW broadcasts with 50 kw.

There are four independents, all showing solid financial strength in their billings and all appealing to large segments of the market. WJBK has seen a phenomenal growth since its purchase by Fort Industry Co. in June 1947 and has strong lineup of local favorites in participation shows and the Detroit Tiger baseball broadcast.

George B. Storer is president of Fort Industry, with Lee B. Wailes vice president in charge of operations. Richard E. (Dick) Jones, a young veteran of Detroit radio, is vice president and general manager of WJBK and WJBK-TV.

Being antedated only by WWJ and WJR in the state of Michigan, WEXL, located in Royal Oak, a northern suburb of the city, has built up a strong following both in the communities north of Detroit proper and in the metropolis as well. Under the direction of George B. Hartrick, president, and Jacob B. Sparks, vice president and partner, since 1929 WEXL has concentrated on music and news, with extensive coverage of church services on Sundays, utilizing remote pickups. Calvert M. Hill is commercial manager.

John Lord Booth, a member of one of the state's oldest families, is president and general manager of WJLB. Now renewing a long time policy of foreign language broadcasts, WJLB is making a play for a major share of this immense market. In addition, this station has been active in storecasting with FM broadcasts, several grocery chains having installed FM receivers to pick up programs directed at the shopper. Eric V. Hay is commercial manager.

Latest addition to the Detroit radio family in the AM field is WKMH, in west side Dearborn, first station to start up in this area since 1932. Fred A. Knorr, president and general manager, was elected Young Man of the Year from Dearborn this year because of the station's efforts in behalf of community projects. Assistant general manager and commercial manager is Walter Patterson, a veteran of 19 years in radio.

Detroit Industries Widely Diversified

Detroit is a city of many stories. It is the story of the gigantic auto plants that are within its boundaries and in the cities that surround it; of the thousands of tool and die shops; of the deep-laden lake freighters hauling iron ore down the river, and coal back up; of the drug industry; the stove works; the deep salt mines on the edge of the city.

But most of all it is the story of rows of homes, each with its backyard and front lawn, where friendly families talk across back fences and by the garages that hold the family cars. For Detroit not only believes in making cars, it also believes in buying them. In 1948 there were 551,000 passenger car registrations in Wayne County, which means that, with a little squeezing, the entire population could have been car-borne. Cars also accounted for the greatest single retail sales total, coming to $440 million.

A retail market the size of Detroit builds big business, and one of the city's biggest is the mammoth J. L. Hudson Co.—now the largest in gross sales in department stores under one roof. Though it is also a tremendous buyer of white space, Hudson qualifies as one of the oldest consistent radio time buyers in the area.

For 15 years it has sponsored the

Strauss Gantz, Pres. & Gen. Mgr., WJJW (FM) — J. E. Campeau, Pres. & Gen. Mgr., CKLW — Ben Hoberman, Gen. Mgr., WDET-FM — Fred A. Knorr, Pres. & Gen. Mgr., WKMH — Harold I. Tanner, Co-owner, WLDM (FM) — Gordon Sparks, Program Director, WEXL

Harry Bannister
General Manager
WWJ WWJ-FM WWJ-TV

John Booth
General Manager
WJLB

Richard E. Jones
General Manager
WJBK WJBK-TV

Harry Wismer
General Manager
WJR WJR-FM

James G. Riddell
General Manager
WXYZ WXYZ-TV

early morning *Minute Parade* on WWJ, devoted to classical and semi-classical music. Another program on the same station is *Home Making Highlights*, devoted entirely to promotion of the store's 10th floor where items for the home are sold. Rounding out its AM schedule is the *Don Wattrick Sports Show* on WXYZ three times per week.

The store waited even less time to get into television. It was one of the first advertisers on WWJ-TV, and its *Sketchbook* show is the oldest sponsored program in the area, having celebrated its second birthday in May. Still another TV offering is *Man's World* on WXYZ-TV, a 15-minute show featuring topics of masculine interest. All of the programs are produced by Wolfe-Jickling-Conkey with the exception of *Minute Parade* which is placed direct. Jim Christensen, radio and television director for the agency, directs them. Ralph L. Wolfe, agency president, heads the Michigan chapter of the AAAA.

But the first and foremost in the Detroit picture are the automobiles, and radio advertising budgets devoted to their sale. The use of radio by the automobile industry has been a sporadic one, marked by fine selection of new programs, developing them into national prominence, and then unexplainedly dropping them in time for some other sponsor to reap the harvest. But there are indications that the picture is changing, and it is perhaps worthy of note that the agencies handling auto accounts, both local and national, are all radio minded. Especially do the motor makers seem intrigued by television, for their cry has always been (even if mistakenly), "We've got to show 'em, to sell 'em!"

One of the oldest sponsor-client relationships in Detroit is that of Campbell-Ewald Co. and Chevrolet. At one time this agency had the entire General Motors billing, and when GM decided to split up the business, C-E chose to retain Chevrolet. Radio activity centers on this account, for the agency places time for many of the dealer organizations as well as the manufacturer.

Chevrolet has been sponsoring the NBC-TV show, *Chevrolet On Broadway*, a half-hour drama. In January the auto maker had an all-out spot campaign to introduce new models, using three spots a day on 450 outlets for three consecutive weeks. Some 300 of these were factory buys all over the country, and 150 were dealer purchases in 14 metropolitan areas. Henry G. Little, executive vice president of the agency, handles this account.

Local Chevrolet Dealers Also Active in AM and TV

The Detroit Chevrolet dealers are quite active, too, using two spots per day on four local stations, plus the Sunday half-hour of Ziv's Wayne King show. To support the market for trucks, Chevrolet is beginning a spot campaign of indefinite length on 350 stations. Plans call for one spot per day on each outlet. Henry T. Ewald, founder of Campbell-Ewald, is president and chairman of the board. He is also founder of Detroit's Adcraft Club.

Another facet of the Chevrolet story is that of individual dealers. One, Grand River Chevrolet, is using TV spots now, through the W. B. Doner agency, and plans a TV variety show in the fall. Another, P. L. Grissom, is buying the AM broadcasts of the horse races from Detroit's Fair Grounds, through Luckoff, Wayburn & Frankel.

Right down the hall in the General Motors Bldg. is the D. P. Brother agency, handling the Oldsmobile account. Olds also is using television, in addition to a steady radio schedule promoting the 1949 Futuramic models. It sponsors the Douglas Edwards news program three times weekly over CBS-TV, utilizing eight stations in a 52-week buy. In addition, 160 AM stations are sharing in a constant campaign of musical spots, featuring the tune that Olds must have given thanks many times for, "In My Merry Oldsomobile." Mr. Brother is president of the agency, with Clarence Hatch Jr. as executive vice president and account executive on Olds. Carl Georgi Jr., also a vice president, buys all radio time.

Across the street from the General Motors Bldg. in the Fisher Bldg., which houses WJR, is another agency that goes back more than 30 years—MacManus, John & Adams. The late Theodore MacManus, founder of the firm, was voted into advertising's Hall of Fame at the recent meeting of the Advertising Federation of America, for his services in pioneering in the field of automotive advertising. One of the agency's auto accounts, Pontiac, just finished a spot campaign on the 1949 model, but future plans have not yet been revealed. Last fall Pontiac dealers bought the AM broadcast of U. of Michigan games on WWJ.

Principal radio buy right now is the Champion Spark Plug sponsorship of Harry Wismer's *Roll Call* on 215 ABC stations. John MacManus is account executive on Champion. A local dealer, Packer Pontiac, is sponsoring a 15-minute newscast on WEXL, plus spots on several other stations. Another auto account is Cadillac, but is not a radio buyer. James R. Adams is president and W. A. P. John, who recently hit the pages of the *Saturday Evening Post* with an article on his recovery from a severe heart attack, is chairman of the board.

Hudson Motor Car Co. has a long history of broadcasting, including such buys as the *Paul Whiteman Show*. But the company had been out of network shows since 1937's Kate Smith program until it returned this April with a 513-station, one-time buy of the entire Mutual network to celebrate its 40th anniversary. At the same time the Hudson Dealers of America launched a 700-station spot campaign that is still continuing two weeks out of each month. This cooperative program generally consists of five spots per week per outlet.

In addition, Hudson Dealers of Detroit have just picked up the tab on an across-the-board telecast of live and filmed news over WJBK-TV. The 15-minute program features Commentator Larry Ruppel. The factory also is sponsoring five spots weekly on WJBK-TV and three one-minute spots on WWJ-TV and WXYZ-TV. Brooke, Smith, French & Dorrance is agency for Hudson.

The McCann-Erickson Detroit office is origination point for another auto account, Chrysler-Plymouth Dealers, buying *Sammy Kaye Showroom* on 364 stations, one of the largest groups ever to buy an automotive program.

Automobile plants often use spots to summon men back to work after layoffs caused by strikes or materials shortages. A heavy spot program is used the day before, on a spread of stations, listing those who are to report back and at what time. Briggs Body is a steady user of this idea through McCann-Erickson, as is Ford Motor through J. Walter Thompson. Chrysler Division of Chrysler Corp. right now is using only a one-hour disc jockey show on WJR. Paul Holder handles the C-P dealer program.

Lincoln-Mercury Using Heavy Television Schedule

At Kenyon & Eckhardt, Don Miller is account executive on the Lincoln-Mercury business. Like Ford, L-M has been active recently only in TV, sponsoring *Toast of the Town* on CBS-TV. This show is live in the East, plus Detroit and Chicago, and kinescoped to the rest of the network. K&E also has the Detroit L-M dealers who are buying spots on all three local TV stations, plus weather reports over WXYZ-TV.

Packard Motor Co. has only one show going now, a WWJ-TV presentation of the *George Scotti Show*. Young & Rubicam, which just celebrated its 18th year as agency for Packard, handles the show.

Ford, in a surprise move in May, announced that its entire effort on the air was going to be concentrated on TV. The AM *Ford Theatre* was dropped as of July 1 and the entire budget thrown to the *Ford Television Theatre*, which is to go to every other week in October, with tentative plans for weekly operation after the first of next year. The Ford Dealers fell into line with this policy by dropping

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Detroit

(Continued from page 67)

the *Fred Allen Show* at the conclusion of this season.

The dealer TV offering, *Through the Crystal Ball*, is being sponsored by the 16 sales districts that have TV outlets in their area. (There are 33 Ford sales districts, with 21 of them handled by the Detroit office of J. Walter Thompson Co.) Eight of them are using TV spots or short programs, including the Detroit Dealer buy of *Baseball Scoreboard* on WXYZ-TV, which gives the results of all major league games seven days a week. In the AM field, however, only one district is active in spots at present, the Denver area using a schedule on used cars.

This picture is subject to change with practically no notice, however, and in view of the dropping of the Allen show, the budget may allow for more in the way of spots. Last year, when the 1949 Ford was introduced, all 21 of the Detroit-handled districts used a large schedule of spots.

Getting a little car-sick? Let's settle your nerves with another quick look at this enormous market, big and active enough to soothe the most ambitious salesman.

Heavy Trade Comes From Canada

Though Detroit is 1,000 miles from the nearest ocean, it still ranks second only to New York as a customs district, largely because of the city's heavy trade with Canada, the second largest customer of the U. S. Over the river to Windsor, Ont., soars the Ambassador Bridge, while the Fleetway Tunnel burrows beneath the water.

The river forms a natural harbor, and the banks are lined with wharves and elevators, helping to handle the north and south-bound ore, grain and automobile shipping. Five major railroads service the Detroit area, plus several smaller lines and scores of trucking systems.

Leading products include automobile bodies, parts and accessories, steel and pig iron, brass products, pharmaceuticals, heavy chemicals, paints and varnishes, stoves and furnaces, electric appliances, machinery, foundry products, tools, dies, gauges, jigs and fixtures, adding and calculating machines, soda ash, salt, cleaning compounds, screw machine products and cutting tools.

One of the important things to remember about Detroit is the large foreign-speaking population, a classification in which the city ranks third in the nation. Hamtramck, a city completely surrounded by Detroit, has a population of over 300,000, mostly of Polish extraction. There are also strong nationality centers of Italians, Slavs, Irish, Greeks and many others, though each year brings a more thorough breaking-up of the old tendency to huddle together in nationality groups.

The market is big in every sense of the word. Last year, estimates of the value of the Wayne County factory product value were $7.9 billion. The highly paid workmen of the factories didn't do badly, either, taking home $1,530,000,000 as their share of the bounty. The high wages of the factories in the area have had their effect on the wages of every other trade and profession. Employes of the Detroit Street Railway, a municipally owned transportation system, are among the highest paid workers in their classification in the country.

And lest the use of 1948 figures bring the suspicion that 1949 figures haven't kept pace, the April 25 issue of the Board of Commerce paper, *The Detroiter*, shows that whatever the rest of the country thinks of a recession, Detroit is too busy turning out goods to worry about it. With 498,000 factory workers employed during the first three months of 1949 (a gain of 24,000), they had raised their weekly average pay to $66.89, with factory payrolls at $33 million weekly—increases over the same 1948 period of 5.1%, 8.7%, and 14.2%, respectively.

Though department store sales were down 5%, most of this was attributed to the later Easter date, and in any case, the increase of $21 million in bank savings, and $5.6 million in E Bond holdings, reflected that Detroiters still had the wherewithal. With the slight downward movement of living costs, the area's purchasing power is expected to remain on the upgrade.

The tobacco industry was one of the brightest spots in the 1948 U. S. sales picture, producing 352 billion cigarettes, and Detroit didn't hurt sales a bit, buying one out of every 25 packages sold. Produce is another item that ranks high in big business in Detroit, for the Produce Terminal reported the unloading of 30,248 carloads of fresh fruits and vegetables.

Large Market Among Newly-Weds

Naturally, Detroit as a home-loving city, specializes in brides. The city had 26,077 marriages in 1948, and multiplying this by the national estimate of $4,900 in merchandise and gifts that brides are directly or indirectly responsible for, shows a sub-market in Detroit of $127,777,000, and not all in silver butter dishes! If it's baby foods or diapers you're selling, 48,148 new customers came to Detroit in 1948, only 2,000 less than the all-time high of 1947.

While Detroit has its feet in the factories, it also has a place in its heart for the arts. The Art Center, just north of downtown, includes the $4 million Italian Renaissance style Institute of Arts, the white marble Public Library, and the Rackham Memorial, center of the city's engineering societies.

A mecca for tourists as well as residents is the Ford Foundation in near-by Dearborn, where Henry Ford recreated a replica of an age gone by in beautiful Greenfield Village. Detroit has the largest Masonic Temple in the world, with two floors occupied by Fort Industry's WJBK and WJBK-TV.

Four major airports serve the Detroit area. The Municipal Airport on the east side, just 10 minutes from downtown, is one of the country's busiest, handling just air freight and private plane traffic. With the increased use of four-motored planes, all the passenger airlines moved out to the giant Willow Run Airport, site of the Ford B-24 building operations during the war.

Airport Situation To Be Remedied

The 30-mile trip from downtown to Willow Run has been a sore point with Detroiters and they are solving it in a typical way by making a tentative agreement with Canada to build an international airfield just outside Windsor, only 12 minutes from Detroit.

Such a city was bound to develop some outstanding advertising agencies, agencies which have been consistent radio users in both the national and the local fields. They tend to the conservative side, with a minimum of account shifting, but are prominent in the creation of new commercial programs and ideas, and able new business departments specialize in the development of retail advertisers.

Cunningham's Promotion Proved Outstanding

One of the most outstanding jobs of radio promotion ever used anywhere in the country is the drug chain sponsored *Cunningham News Ace*, a series of 5, 10, and 15-minute newscasts on every Detroit station. These broadcasts have now passed the 75,000 mark, and are still going at the rate of 117 each week. The high mark came in 1946, when the *News Ace* "came zooming into your home" 185 times every seven days.

Using a unique plan of product manufacturer cooperation, the firm has had unrivaled success in its field. The chain has now expanded to over 100 stores in 17 Michigan cities. It is also a consistent buyer of programs before and after leading sports events, including the *Paul Williams Sports Ace* before Tiger home games, and *Football Panorama* in the fall. Larry Michelson, of Simons-Michelson, handles the Cunningham account personally, and is known as one of radio's strongest boosters in the area.

Each year Cunningham puts on an anniversary sale backed by saturation use of radio. One year it bought all spots available on every Detroit station. Another landmark came when it brought the Don McNeill *Breakfast Club* to Detroit and broadcast the hour-long show on all six of the city's AM stations.

At the same time, Cunningham jumped into the TV picture as well, sponsoring the area telecast of *Cavalcade of Stars* in conjunction with nine drug chains in other cities.

Simons-Michelson will celebrate the twentieth anniversary this year of the Leonard N. Simons-Lawrence J. Michelson partnership. One of the foundation stones of the firm has been the all-out effort of both the partners on behalf of every community welfare and public service drive. Invariably, the fund raising drives of Detroit's charities will list one or the other as publicity and advertising chairman.

Marian Sanders is radio and television director for S-M, assisted by Rudy Simons, son of Detroit's famous songwriter and band leader, Seymour Simons. These two were thrown headlong into the production of filmed TV commercials when a promised commercial for an early TV client didn't come through.

Dragging a cameraman with them, the two utilized any props they could to do the job, including Marian's fiance and her own apartment. The agency became experts on paste-up commercials through clients' insistence that production costs be held to a minimum, one even offering $20 for the costs on 10 jobs! They still insist that it doesn't take a lot of money for the small advertiser to get into television if he will only use his budget in the smartest way.

The agency's oldest active radio account is Schmidt Brewing Co., user of available spots before or after sports events. This account got one of the greatest bargains in radio history last fall when it bought a package deal of the AM rights for the Stanley Cup hockey games. The first game of the series, instead of ending in one hour, went more than two hours ove time, and permitted more than 100 commercials. Naturally, copy wasn't written for even a great part of that number, and partner Simons wound up dictating new ones over the phone to the waiting announcers at Olympia Stadium. Schmidt is now buying spots on each of the three TV stations, plus a steady schedule of AM spots.

Simons-Michelson also placed Benrus Watch spots before the World Series games last fall, on every available station on a one-time buy. It instigated the Wheaties five-minute sports program before leading football games all over the country—pro, college, even high school or semi-pro if the game had generated enough interest in a specific area. Unfortunately, the football season was just a little too late in the year to do a good selling job on a cold cereal, and the idea was dropped.

Pepsi-Cola is a heavy spot buyer in the Detroit area. Dossin Food Products is the local bottler, and at present is also using the Ty Tyson 10-minute sports show.

One of the outstanding success stories in the food line is that of Velvet Peanut Butter. A comparative newcomer to the field, Velvet now ranks as the largest selling brand in Michigan despite the competition of national names. Daytime

(Continued on page 70)

WWJ
has a story to tell...

It's a long story . . . 29 years long, to be exact. It's the success saga of WWJ, Detroit's first radio station, and it includes the many success stories of its multitude of advertisers. It tells of WWJ's pioneering days, when radio was in its swaddling clothes. It covers the intervening years when radio came of voting age, and both WWJ and Detroit reached their pre-war peaks. And it brings you up to the present WWJ and the immensely wealthy post-war Detroit that is currently breaking all production records to keep up with the nation's demand for new cars.

Yes, the WWJ story tells advertisers, who themselves have a story to sell, how to tell it effectively and economically in the Detroit market. Get the WWJ story directly from us, or our national representative.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J-T V

WWJ AM-FM

Basic NBC Affiliate

AM — 950 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246 — 97.1 MEGACYCLES

Detroit

(Continued from page 68)

spots slanted to women and children, and good nighttime chain breaks, are built around three child-like characters, Fresh, Pure and Delicious. They are now being put into visual form for TV presentation.

Something different for a "different" product was the Simons-Michelson presentation of *Richer Living* for Benjamin Rich, prominent Detroit real estate dealer. Faced with selling a large project of homes, the five-minute programs dealt with psychological discussions of people's problems, with copy okayed by leading psychologists. The program ran until the project was sold out.

Simmons & Clark, jeweler, is an old-time radio user. Other radio accounts the agency handles are Thriftee Markets, Wrigley's Super Markets, Koepplinger Bread, Scotland Woolen and Colonial Department Stores.

Not the largest agency in the Detroit area, Powell-Grant would have no close rival for the title of "Most Radio Minded." This company, with a branch in Cleveland, places 85% of its $350,000 billing in AM and TV time purchases. Bill Gayek, secretary-treasurer of the firm, puts it this way:

"We know that radio produces results for our clients, and as a result we have only one non-radio user in our list of accounts, and that one is an industrial firm."

Floyd Rice Account Finds Radio Profitable

This preference for radio has been built in part by the Floyd Rice account, local Ford dealer, which claims to buy and sell more used cars than any new car dealer in the world. About 75% of its budget is put into radio, especially spots, with emphasis on nearness to sports programs. Occasionally it buy sports shows. The agency also handles the Plymouth Dealers of both Detroit and Cleveland. The Detroit organization sponsors the early morning traffic program, *Listen and Live*, built around music, with a representative of the police department giving pertinent data on traffic, weather and driving conditions for the a.m. drive to work.

During last fall's Plymouth model changeover, the Detroit dealers used twice as much point of sale display as they did radio, but when the 1949 Plymouth was introduced this year, the program had swung to 100% radio. In Cleveland, a saturation schedule was put on all stations, using over 400 spots in two weeks. Two other active auto acocunts are Park and Jefferson Motors, Lincoln-Mercury dealers who buy a half-hour newscast once a week.

An instance of a product catching on with the use of radio through Powell-Grant is Miracle-Power, an engine conditioning product made by the A. P. Parts Corp. of Toledo.

Another "off-trail" advertiser is the Southeastern Michigan Tourist Assn., which uses mid-week spots to buck up business in resorts that are having dull times, to pull out-state residents into the Detroit area, and Detroiters into the vacationland along the eastern shore, north of the city. The association claims it can see a response the next weekend to spots placed on Wednesday. Lee & Cady, wholesale grocer, uses chainbreaks to satisfy retailers' demands for product backing up. A furniture retailer, Fenster's, uses spot radio in three-day buys when the store holds sales. Robert H. Powell is head of Powell-Grant, with Pat Freeman in charge of radio buying.

One of the outstanding users of radio in this area has been the Goebel Brewing Co., which has expanded distribution to the point where it now advertises as "Detroit's National Beer." Through Brooke, Smith, French & Dorrance, Goebel sponsors the AM broadcast of all Tiger games, at home and away, over the Goebel network, a regional buy of over 30 stations, including WJBK and WKMH in suburban Dearborn. In addition, the brewery is telecasting some 35 home games over WWJ-TV. To round out baseball activities, it is active in Chicago, telecasting the Cubs' games over WENR-TV.

Willard S. French is president of the agency and Guy C. Smith is secretary-treasurer. Other active radio accounts are Iron-Rite Ironers, of Mt. Clemens, Mich., now buying the five minute TV show, *Petticoat Lane* on WJBK-TV and using occasional AM spots, and Youngstown Kitchens, who plan using a TV test program in the near future.

Hugh Hole is BSF&D radio director, with Clyde Vortman as time buyer. This agency is housed in an Italian Renaissance mansion on East Jefferson that once belonged to the Book family and was a landmark in Detroit's social life.

Like BSF&D, Jefferson avenue is the home of Maxon Inc., which is housed in two buildings, one the lovely old Barbour family home which contains the media and research departments, and a few hundred feet away, the former building of George Harrison Phelps, a pioneer Detroit broadcaster and adman, which now houses executive offices and production facilities. No. 1 radio account of this nationally known agency is the Gillette Safety Razor Co., which sponsors most of the major sports events of the year, including the World Series and the Triple Crown of racing, plus the fights from Madison Square Garden. However, the billing of this account and purchases of time are handled through the N. Y. office, under the direction of Preston H. Pumphrey, and Ed Wilhelm, time buyer. This is also true of the recently begun spot campaign of the H. J. Heinz Co., another giant Maxon account, which is being continued. (In spite of the recent N. Y. *Times* ad of the American Newspaper Advertising network). Searle Hendee, vice-president of the agency, is account executive on Gillette.

The chief local radio account of this agency, whose president and founder, Lou R. Maxon, is as well known for his unpublicized charities as he is for his meteoric rise in the advertising world, is that of the Pfeiffer Brewing Co. Currently, this company is using an hour-long 1 a.m. show on WJR, featuring records beamed at stay-up-lates, plus a steady schedule of spots on 53 Michigan stations. The increased advertising of this brewery is in great measure responsible for its recent vault into first place in beer sales in the state. On a slightly smaller scale is the spot campaign being used nationally by Drewrys Ltd. for their beer and ale. Both of these accounts favor chain breaks and best available spots.

Stockwell & Marcuse is another Detroit agency that has been quite active in the radio and television field. Sam's Cut Rate, a local department store client, has sponsored the Detroit Symphony and has been a large spot buyer in the past. The agency telecasts pictures of actual homes for sale for Homer Warren & Co., local realtor. It claims a first in bringing a political figure to the TV mike in Detroit in a paid telecast.

Another advertising agency handling radio accounts is Howard D. Steere Advertising with offices at 2812 Book Tower. Howard D. Steere is owner of the firm.

Industrial National Bank Radio User

In the institutional field, Stockwell & Marcuse handles the Industrial National Bank, which sponsors the local broadcast of the Ronald Colman half-hour drama. Another steady user of spots is the Michigan Automobile Club, AAA representative in the state. William Stockwell and Philip R. Marcuse head the firm, with Mr. Stockwell handling timebuying.

One of the oldest firms handling local accounts is Luckoff, Wayburn & Frankel, which evolved from Bass-Luckoff, founded in 1928. One of the original partners, Louis Bass, left Detroit and established a new firm, Bass-Luckoff of Hollywood. Lou Luckoff, senior partner of L-W-F, is a strong supporter of radio, especially spots. He says:

"We find that a consistent program of spots, properly used, can go a long way in increasing volume. The key phrase is, *properly used*." And he backs his statements with time buys, too.

Another leader in the local field is the Rex Advertising Co., who estimate their radio and TV billings as 70% of the agency total. Under the direction of Fred A. Epps, president, and Jack Trustman, v.p. in charge of radio and TV production, this agency has had to change locations three times in as many years, each time doubling space used. They are producing the half hour *Club HADA* TV show for the Hamtramck Auto Dealers Association, which features talent from the Bowery night club, plus guest stars, in a variety show. This association, whose members are in violent competition with each other, joined hands two years ago in an endeavor to publicize their Auto Row and to win business away from world-famed Livernois Avenue. One of the dealers, Krajenke Buick, in addition just signed a 52-week contract with WJBK-TV for a televising of western serials. Woody Pontiac, and Harley Buick are TV spot buyers. In the AM field, chief spot buyers are Lasky Furniture, Clark Auto Sales, and Kowalski Sausage.

A unique success story is recorded by the Broadway Market, one of the oldest markets in the area, located in the heart of downtown. With the rise of supermarkets in neighborhood areas, business had been falling off badly. The 34 different concessionaires who had booths in the market held a meeting and called in Mr. Luckoff, asking his advice on the spending of a $25,000 appropriation.

Rather than buck the heavy advertising in the Thursday afternoon papers, he advised them to put their money in spots around the *Breakfast Club* hour, three of which were open. Avoiding price, for their quality foods couldn't compete with the chains on that basis, the spots stressed just one special all week, with a reference to the convenience of "shopping where you work." Each booth was to be featured for a week. Results were so good that the market has just signed to take two spots in the fall around the Kate Smith show, in addition to the regular purchase.

The Twin Pines Dairy, a cooperatively owned client of Luckoff, Wayburn & Frankel, has the Dr. Crane health program daily over WXYZ. Lately, the dairy has bought TV spots.

D & C Steamship Lines uses a heavy schedule of spots during the operating season on larger stations to promote excursions and cruises. WJR gets a large share of this business, aimed at tourist traffic from all over the Midwest. Another successful radio user is Cole & Irwin Co., buying 10 spots daily to sell jewelry and radios.

Boyer's Haunted Shacks, a chain of auto accessory stores, embarked on a saturation spot program on one station, WJBK, featuring an eerie squeaking door commercial, and the copy, "High prices don't have a ghost of a chance at Boyer's." Mr. Luckoff says the chain has had remarkable success. Other leading L-W-F accounts are P. L. Grissom, local Chevrolet dealer, who broadcasts horse races from Detroit's Fair Grounds; Detroit Ice Assn., using TV spots to promote use of ice; Progress Bedding Co., maker of Rest-O-Craft mattresses, using chain breaks around high Hooper rated shows; Wolverine Potato Chips, with participation shows; and Borin Ice & Fuel, using TV spots.

In addition to Industrial National Bank, radio has been used by practically all of the institu-

(Continued on page 72)

WJBK DETROIT

. . . Now No. 1 Independent

IN THE U.S.A.

WJBK now ranks first in the U. S., in afternoons, among the 1110 "Independents" in cities served by the four major networks—with an average share of audience of 18.3!

How come! . . . Well, WJBK's "Jack The Bellboy" (America's No. 1 Disc Jockey, according to Billboard Mag.) chalks up a Hooper of 8.4 against his network competition and on Sunday afternoons, WJBK gets an amazing 44.4 of listening audience. No wonder WJBK was selected as key station for all Detroit Tiger baseball broadcasts and carries more local business than any other Detroit radio station!

Cash in. Call Katz for availabilities.

HOOPER STATION AUDIENCE INDEX

CITY: DETROIT, MICH. City Zone MONTH OF MAY, 1949

Total Coincidental Calls—This Period 16,392

SHARE OF AUDIENCE

TIME	HOMES USING SETS	A Netw	B	WJBK AM & FM	C	D Netw	E	F Netw	G Netw			FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	16.7	5.9	1.1	7.2	1.9	37.3	1.3	23.5	20.8			1.0	2,595
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	22.5	4.1	1.6	21.3	1.3	24.6	6.8	18.6	18.2			3.5	3,821
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	28.8	5.7	0.8	10.5	2.6	28.7	3.8	22.9	13.7			11.3	7,819
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	27.2	8.7	1.7	44.4	1.1	5.0	8.9	15.4	9.5			5.3	1,490
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	17.2	7.2	3.1	28.6	2.0	27.6	8.2	7.2	10.2			5.9	667
TOTAL* RATED TIME PERIODS	23.0	5.6	1.3	17.1	1.9	27.0	5.1	19.9	15.5			6.6	16,392

WJBK

DETROIT, MICHIGAN

OWNED AND OPERATED BY THE FORT INDUSTRY COMPANY

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Detroit

(Continued from page 70)

tional and utilities advertisers in Detroit. Commonwealth Bank, through Ted Reeves, of Toledo, is a long-time user of spots.

Detroit Edison Co., electric power supplier to Detroit and suburbs, uses the H.C.L. Jackson (*Detroit News* columnist) show, and was one of the first TV sponsors in the area, with its *Kitchen Carnival* show on WWJ-TV. It has another TV show, the Jane Durelle *Story Book*, a children's program five times a week. This is in keeping with the utility's policy of spending 90% of its budget in goodwill and public service programs. The only sales effort now going on is a spot campaign throughout southeastern Michigan on electric water heaters. Campbell-Ewald is agency for Edison.

Fred Randall Co. places the Michigan Consolidated Gas Co. sponsorship of the Lee Smits newscast over WXYZ. Though the bulk of Bell Telephone time is placed in New York, the Detroit office retains a measure of supervision over local programs.

It is a doubtful honor in the ears of many, but Detroit claims credit for the origination of the singing jingle. In 1928 Cliff MacDonald, of the coal company bearing his name, in looking for something different for his ads, hit upon the idea of making up a short song to be used in spot radio. He wrote the words to a tune composed by a Detroit pianist, Carl Rupp, and "MacDonald for coal, MacDonald for coke, MacDonald for quality fuel" was introduced by Russ Morgan's orchestra, then active in Detroit. The tune caught on, and for years Mr. MacDonald was saluted with it whenever he entered a club or dance. It is still used in spots. Neff Radio Productions is the agency.

The position as oldest consistent advertiser on WJR goes with no opposition to the Ohio China Co. of Monroe, Mich. Using participations on the station's *Mrs. Page* show, this company has used two spots per week for 18 years, renewing each year, and going through three different Mrs. Pages in that time. Finzel Agency of Monroe handles the billing.

Two of the largest spot buyers in the city are Speedway Petroleum Corp. and Federal Department Stores. Both of these 1,000 or more spots-per-year buyers are handled by W. B. Doner & Co. Though a reluctant radio user at first, Speedway Gasoline now puts 75% of its budget into radio and is planning a TV show for fall. The King's Jesters' singing commercial, "Speedway's Goin' Steady With Ethyl," has aroused many favorable comments.

Federal Dept. Stores Big Spot User

Federal has had a 1,000 spot-per-year contract for the past five years, and formerly sponsored a local AM amateur show for seven years. With 12 stores in the Detroit area, Federal is planning a super-saturation in August, preliminary to opening a new store; 150 AM spots a day will be used and 30 TV, for two weeks. A preview, complete with columnists, representatives of national manufacturers and Powers models for color, will be telecast. W. B. Doner is president of the company, with Charles F. Rosen as executive vice president. They handle the bulk of the agency's radio accounts.

Another brewer with a big radio and TV budget is E & B. This company, through the Doner agency, has been placing a third of its budget in air time, and is sponsoring Tuesday night wrestling matches, with a Friday wrestling show scheduled to start in a few weeks. In addition, it is using 20 time report spots per day on WJBK, and has spots running continuously in 10 outstate markets.

Other prominent Doner accounts are: Annis Furs, now buying eight spots per week on major stations, heavier during fur storage season; Enggass Jewelers, one of the oldest spot buyers in Detroit; Faygo Beverages, buying top spot and chain breaks when available; Detroit Retail Druggists Assn., which has five and 15-minute shows on four major stations simultaneously. Doner also prepares copy for the Big Bear chain of super markets, planning radio and TV shows later in the year.

Harry Betteridge, who resigned as general sales manager of WWJ and WWJ-TV in April to form the firm of Denman & Betteridge, with Willian I. Denman, is another radio and television veteran in Detroit. In lining up sponsors for WWJ-TV, Mr. Betteridge was selling television a year-and-a-half before the first Detroit telecast.

Michigan Mutual Insurance Co. is one of the agency's principal accounts, using spots 52 weeks a year on 25 stations in five states. Another outstanding effort was that of the Thomas J. Doyle Co., a Dodge-Plymouth dealer, in promoting its Glitter-Glaze, an automobile polish. Through a strong spot campaign over 17 years, it was able to make Glitter-Glaze a common noun in the city, a la Simoniz. Detroit and Toledo Philco distributors last year used nine half-hours per week on television, one of the heaviest TV buys in the U. S. Other active accounts of Denman & Betteridge are Silvercup Bread (Gordon Baking Co.) and New Era Potato Chips. The agency also places the DeSoto Dealers of Detroit business, a buy of telecasting rights to the horse races.

No history of Detroit radio would be complete without recounting the story of *The Lone Ranger*. This tremendously popular program, with two others, *The Green Hornet* and *Challenge of the Yukon*, was created and developed by George W. Trendle, who is now president of Trendle-Campbell Enterprises. Mr. Trendle entered radio in 1930, buying station WXYZ, and operating it with his theatre business associate, John H. King. The firm was then known as the King-Trendle Broadcasting Corporation.

'Lone Ranger' Sets Record

Beginning in 1933, during the depression, the program was a hit from the start. Gordon Baking Co. (Silvercup Bread) began sponsorship in November of that year, and continued until 1941. Now in its seventeenth consecutive year of broadcasting, *The Lone Ranger* has established a world record for half-hour radio dramas. The show started on a three times a week basis in its first year, and continued without interruption until the death of FDR caused the first cancellation. Since 1941, sponsorship in most areas of the country has been by General Mills for their Kix, Cheerios and Pyequick, through Dancer, Fitzgerald-Sample. In the South and Southeast, the program is sponsored by Marita Bread, through Tucker, Wayne & Co. Atlanta, Ga.

The other half of the partnership is H. Allen Campbell, vice-president and general manager of T-C Enterprises, who went to the sales staff of WXYZ in 1930 from a Detroit newspaper. Within six months he was salesmanager of the corporation. It was he who first sold *The Lone Ranger* as a network program, first with NBC Blue, then with ABC. Made general manager of Trendle-Campbell in 1933, he became vice president in 1946, when the firm began to be known as Trendle-Campbell Enterprises.

In 1936, Trendle created *The Green Hornet*, still carried weekly by ABC as a sustaining program. *Challenge of the Yukon*, latest of the Trendle Trio, is currently being sponsored three times weekly by Quaker Oats Co., through Sherman & Marquette, Chicago. The company also owns and operates WTAC Flint, Michigan.

Jam Handy Organization Has Detroit Headquarters

Detroit is headquarters for one of the country's largest producers of TV visual presentations in the Jam Handy Organization. The TV department of this company was set up prior to 1941 by Jamison Handy, president, utilizing all the facilities which had been built up over 30 years in the field of visual training and commercial motion pictures, including production facilities in New York and Hollywood, as well as Detroit. A citation for the "skilled application of commercial techniques to television" was made by the Television Broadcasters Association for the TV commercials of Lucky Strike, produced by the company. In addition, CCNY presented N. W. Ayer & Sons Inc. their 1949 award of merit for creating the most effective spot television announcement. This award was for the Lucky Strike Square Dance commercial produced by Jam Handy. Other Jam Handy TV commercial buyers are Chevrolet, Oldsmobile, Curtis Publishing, Gruen Watch, and Standard Oil of N. J.

All of the Detroit stations except WKMH offer simultaneous FM with AM broadcasts. WWJ-FM is one of the earliest stations in the country. In 1936, it began broadcasting in this medium which was so new that a *News* editorial said at the time:

"The *News* is happy to assist in the revival of a craft which has languished with the perfection of commercial radio sets, the building at home of receivers suited to the new frequencies. A few of these are now manufactured, and their names or advice and plans for the home construction of sets of the same sort, we shall put at the public's disposal."

With FM receivers in the Detroit area estimated at 150,000, the three FM-only broadcasters are working hard at their specialized task, using music, news, and especially strong local programming of live talent. WLDM(FM) was recently appointed Detroit outlet for the Michigan FM Network, which give it access to a continuing series of concerts from the U. of Michigan, plus the programming of the other 30 FM stations in the network. The Lincoln Broadcasting Co. owns and operates WLDM.

WDET (FM), which was established in January of this year by the executive board of the UAW-CIO, works closely with many civic

(Continued on page 74)

UAW MEMBERS

Own and Operate

WDET-FM

In the Detroit Area

EVERY OTHER FAMILY*

has members in the UAW

Gain Their Loyalty by

Advertising on Their Station

WDET-FM

ERP 52000 Watts

Operated as a Public Service

by

UNITED AUTO WORKERS CIO

Radio Place

Detroit 28

VErmont 8-3048

***OVER 350,000 MEMBERS**

XUM

"Hi-Yo Silver!"

The Lone Ranger

Nationally
Sponsored by
GENERAL MILLS

Sergeant Preston
and King . . . In

The Challenge of the Yukon

Nationally
Sponsored by
QUAKER OATS

"The GREEN HORNET"

★ ★ ★ ★ ★

The builders of "The LONE RANGER", and "The CHALLENGE of The YUKON", have another GREAT SHOW for sponsorship by a live-wire national advertiser—"The GREEN HORNET". . . A LOW COST Package Show that pays BIG Dividends in audience interest and product loyalty . . . Hop aboard this "GREEN HORNET" program and win a rich franchise across the nation, as have GENERAL MILLS and QUAKER OATS, riding the famed productions of our organization, over the years.

TRENDLE-CAMPBELL Enterprises, Inc. 1800 Stroh Bldg., DETROIT 26, MICH.

(Continued from page 72)

groups plus the many auto worker locals. It is especially forward in presenting programs on controversial subjects. During the recent Ford strike, the station offered its facilities to both the company and the union to present their sides of the controversy. Ben Hoberman is station manager.

Strauss Gantz, head of WJJW (FM) in down-river Wyandotte, is another avid supporter of FM, and said this about broadcasting: "Radio, either FM or AM, without good local programming, serves no public purpose, and becomes either a glorified juke-box or merely a relay point."

Since Detroit was hooked up to the eastern coaxial cable in January, the growth of television in this area has been rapid. The latest estimate of the number of sets by the Detroit Edison Co. is over 60,000, and TV men confidently expect to hit 100,000 by year-end. The three stations each opened in a blaze of publicity, getting editorial and advertising support from the Detroit newspapers, each of which put out a TV section at different times. Advertisers, especially the key auto men, have been eager to try to do a good selling job via the new medium.

All four TV networks are represented in Detroit. WWJ-TV is outlet for NBC, WXYZ-TV for ABC, and WJBK-TV handles DuMont and CBS. There is FCC authorization for another channel, with several applications pending.

As expected, the auto men jumped into television with the opening of the first station in the city. The fact that here was a way of actually showing the product along with a spoken sales talk caused a rush to TV by both local dealers and national companies. One station, WXYZ-TV, had an eight-foot opening cut into its studio wall so automobiles could be driven directly onto the stage for commercials.

HISTORY

Backgrounds of Area's Stations

WWJ, WWJ-FM, WWJ-TV

622 W. Lafayette Ave.
Woodward 2-2000
950 kc 5 kw
97.1 mc 10.5 kw (FM)
Channel 4 5 kw (visual)

THE STORY of WWJ in Detroit is pretty much the story of radio in the U. S., for this station began to broadcast regular programs on Aug. 20, 1920, and since that date has piled up an impressive group of "firsts" to support its slogan of, "Detroit's First Station." Not content to rest on this distinction, WWJ was sending out FM broadcasts as early as 1936 under the letters WENA, and WWJ-TV went into operation in March 1947, as Detroit's introduction to this new medium.

Owned and operated by the Evening News Assn., publisher of the *Detroit News*, WWJ is the only Detroit AM station with a direct newspaper tie-up. William E. Scripps is president of the company, but direction of the radio and TV stations rests largely in the hands of Harry Bannister, who claims his greatest achievement to date was in getting transcribed announcements and singing commercials banned at WWJ in February 1945. Mr. Bannister, who was a director of NAB until the station's recent resignation, joined WWJ as a salesman, was made sales manager in April 1935, and general manager in November 1941.

WWJ is one of the original members of NBC, handling network programs since 1925. It has one of the most impressive plants in the country, built in 1936, right across the street from the *News*. But it even outgrew this, and now the TV and FM studios and transmitters are atop the Penobscot Bldg., highest point in Detroit.

Early in broadcasting history, before the Detroit Police radio was established, WWJ offered the use of its facilities to the department in apprehending criminals. A constant program of public service has been carried on ever since, resulting in many awards. Thomas E. Dewey made his radio debut in 1922—as a baritone, not as a candidate. In Edwin Lloyd (Ty) Tyson, WWJ has one of the most popular personalities in radio. Ty joined the station in 1922 and became a favorite of Midwestern fans.

Willard Walbridge has just been made general sales manager of AM, FM and TV operations, with Wendell Parmalee getting the post of sales manager of WWJ and WWJ-FM.

WWJ-TV was the first station to go into operation in Detroit. It has exclusive rights to the Red Wings hockey games, Tiger home games, and it also brought U. of Michigan games to Detroit viewers from Ann Arbor using relay points on high ground between the two cities.

Basic rate for the AM station is $800 per hour, and representative is George P. Hollingbery Co.

WJR, WJR-FM

Fisher Bldg.
Madison 4440
760 kc 50 kw
96.3 mc 24 kw

"FROM the Golden Tower of the Fisher Bldg." is a familiar phrase to the listeners of Detroit from its long use by WJR, most powerful station in the Detroit area. Started in Pontiac in 1922 by Jewett Radio & Phonograph Co., WJR had a working agreement with the *Detroit Free Press* to share time and wave length with the newspaper's station, WCX. Both call letters were used.

On April 29, 1927, WJR became the Detroit outlet for NBC Blue network and was assigned 680 kc. Later in the year the channel was cleared of all other stations except KFSD San Diego. In September 1927, control of WJR passed from Mr. Jewett to the present ownership, with G. A. Richards in control of the company. In 1929 WCX was absorbed and the station moved to the newly-completed Fisher Bldg.

WJR became the Detroit outlet for CBS in 1935. The station had been granted 50 kw power, and this went into effect the same day.

WJR has always exerted a special effort in programming for farm regions. A custom-built mobile studio travels throughout rural areas, originating broadcasts on farms, at county fairs, 4-H clubs and other rural gatherings.

The station lost its president in June, with termination of the contract of Frank E. Mullen, former executive vice president of NBC, who also headed the two other Richards stations, WGAR Cleveland and KMPC Los Angeles. Harry Wismer, nationally known sportscaster, who had been serving as Mr. Mullen's assistant, also handles the general managership at WJR. Mr. Wismer has had many citations as the nation's No. 1 sports announcer. Worth Kramer, former program director of WGAR Cleveland and originator of *Wings Over Jordan*, was made assistant general manager in July 1948.

WJR-FM was originally slated to take the air in 1941 but delivery of the transmitting equipment was delayed and the "freeze order" of April 1942 caused postponement until after the war. The FM antenna is located atop the Fisher Bldg. WJR has an application in for a television license.

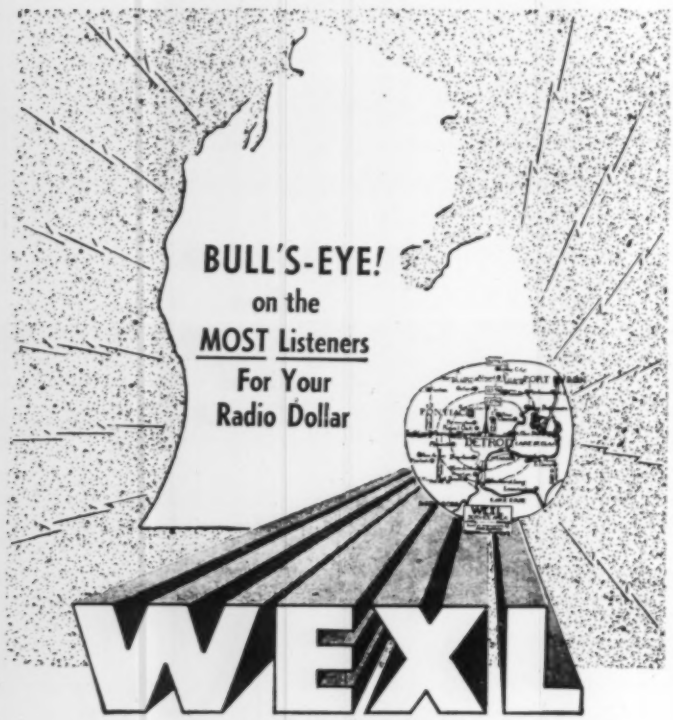
Basic Class A rate is $1,000, one of the highest in the nation. Edward Petry & Co. is sales representative.

WXYZ, WXYZ-FM WXYZ-TV

1700 Stroh Bldg.
Woodward 3-8321
1270 kc 5 kw
101.1 mc 30 kw (FM)
Channel 7 27.9 kw (visual)

NOW a wholly owned and operated station of ABC, WXYZ traces back to 1923 when it began operations as WPHG under ownership of George Harrison Phelps, who also owned his own successful advertising agency. In 1930, George W. Trendle and his partner, John H. King, who had been operating a large chain of Detroit theatres, bought the station and formed King-Trendle Broadcasting Corp.

Mr. Trendle brought into radio



ROYAL OAK, MICHIGAN

Primary Coverage

900,860 RADIO HOMES

More than half the total radio homes in Michigan — 1,774,800 — with a retail buying power (1948) of over 3-½ billion dollars.

REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

a knowledge of showmanship that manifested itself in the creation of new programs, including *The Lone Ranger* now in its 17th consecutive year of thrice-weekly programs. He followed this with two other adventure dramas, *The Green Hornet*, and *Challenge of the Yukon*, which are still fed into the national ABC network by WXYZ. The station joined the NBC's Blue network Sept. 29, 1935.

On May 3, 1946, all the stock in the station was purchased by ABC, and it became part of the network's operations. Selling price was $2,800,000 in cash. James G. Riddell, who had been with WXYZ since 1930, was named station manager and now is general manager of all AM, FM, and TV operations. Harold S. Christian is commercial manager of the station and also directs WXYZ's active merchandising department.

WXYZ-TV went on the air Oct. 9, 1948, with 10½ hours of a completely sponsored premiere program. A survey that night showed 79.8% of all Detroit sets to be tuned to that channel. WXYZ recently installed what is called the largest Trans-Lux sign in America atop its home in the Maccabees Bldg.

Basic Class A rate is $660. WXYZ is represented by ABC Spot Sales.

WJLB, WJLB-FM

David Broderick Tower
Woodward 5-2000
1400 kc 250 w
97.9 mc 30 kw(FM)

AFTER a short time when foreign language programs were stopped altogether, WJLB, one of the city's oldest stations, has returned to a reasonable number of broadcasts beamed at Detroit's enormous foreign speaking population. Because of the lingual ban of several Detroit outlets, this potential market was being neglected and John L. Booth, owner and general manager, feels these people should have a channel open to them.

Founded as WMBC in 1924, the station was first established in the Addison Hotel and in 1926 was moved to the LaSalle Hotel. During 1928, 1929 and 1930, the station gained national recognition through the work of its commentator, Jerry Buckley, who was fatally shot in the lobby of the LaSalle in 1930. The murder was never solved. The station stayed in the hands of the original owners, Michigan Broadcasting Co., until 1939, when it was purchased by Booth Radio Stations Inc. J. L. Booth is the son of Ralph H. Booth, who was president of Booth Newspapers, a Michigan chain.

During the past few years, WJLB has been programming sports heavily and carried Tiger games until this year, as well as football games of the Detroit Lions, Notre Dame, Michigan State, and the U. of Detroit. A complete schedule of wrestling and boxing also has been presented. WJLB-FM was established in May 1941 and lately has been active in storecasting, having signed a large number of independent super markets for the service. Eric V. Hay is commercial manager under Mr. Booth, assisted by William J. Jory. Edward H. Clark is v.p. in charge of engineering. Represented by the William G. Rambeau Co., the basic AM rate is $250.

CKLW, CKLW-FM

Canada Trust Bldg., Windsor
Windsor 4-1155
Guardian Bldg., Detroit
Cadillac 7200 (Detroit)
800 kc 50 kw
93.9 mc 250 w (FM)

FOUNDED in the heart of the depression in 1932, CKLW has been functioning in two countries ever since and is a prime example of the international cooperation and amity between Canada and the U. S. In June of this year, CKLW quietly observed its 17th anniversary.

Assigned 540 kc, the new station was originally licensed to Essex Broadcasters Ltd. as CKOK. This Canadian corporation was headed by Malcolm Campbell. In 1933 the frequency was changed to 840 kc, then to 1030 kc in 1934 and to its present spot at 800 kc in 1941. Studios were set up in the Guaranty Trust Bldg. in Windsor and were expanded until today they take up almost two entire floors. In addition, executive offices and studios occupy the 33d floor of Detroit's Guardian Bldg.

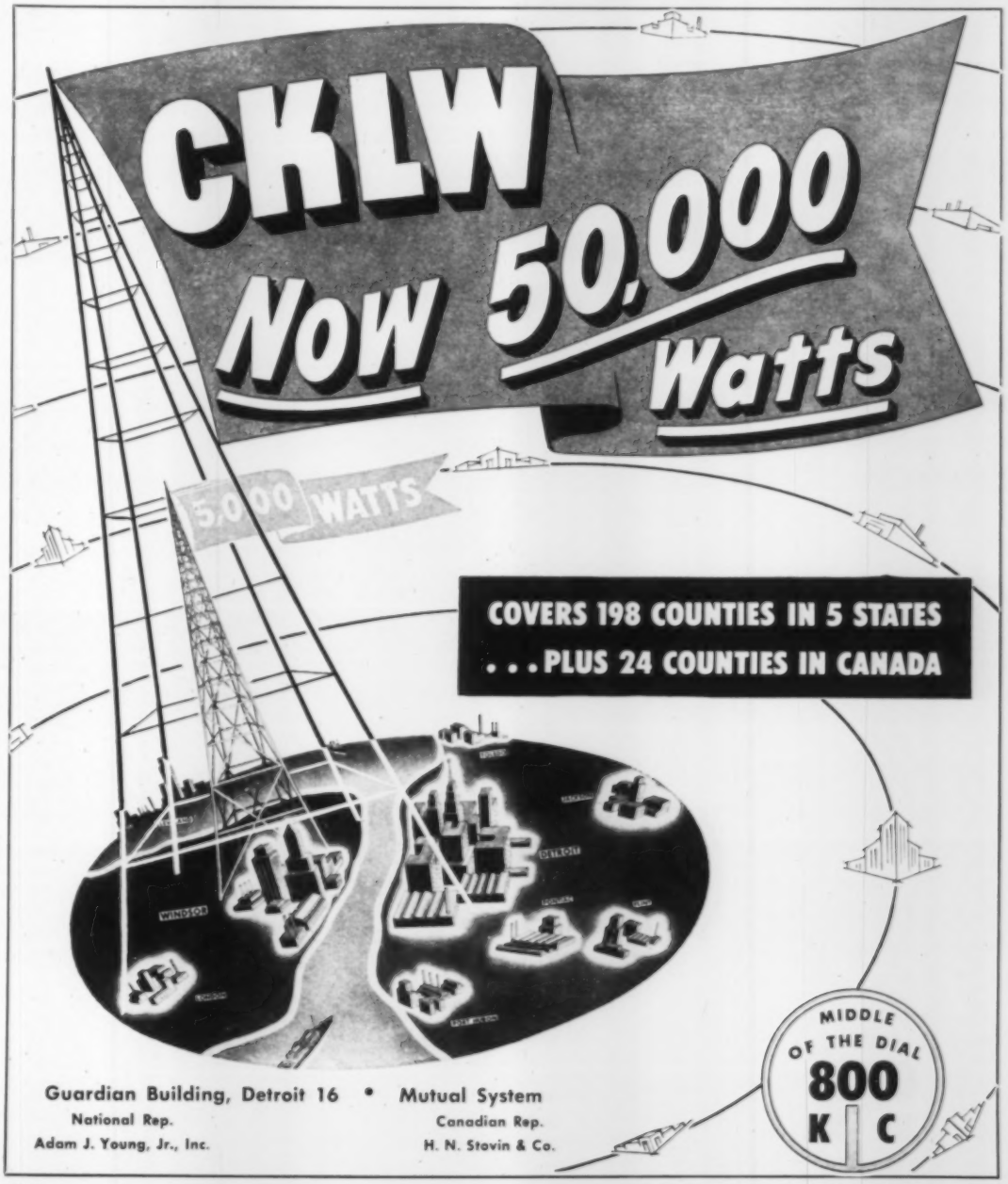
J. E. (Ted) Campeau, station manager, was made vice president and general manager in 1938. During this time the call was changed to CKLW. CKLW became a basic station for CBS in 1932 and remained a Detroit outlet until 1935. At that time, in conjunction with WGN Chicago and WOR New York, CKLW became one of the original shareholders of the Mutual Broadcasting System, a connection it still has. In addition, it is basic outlet for the Canadian Broadcasting Corp.

Following the death of Malcolm Campbell, Ted Campeau was elected president and general manager in 1947. Mr. Campeau also has been a member of the board of directors of MBS since 1938. The corporate licensee is now known as the Western Ontario Broadcasting Corp., Ltd.

During 1948, CKLW added a 250 w FM station. CKLW now has an application for a television license before the Board of Governors of CBC.

Construction of its 50 kw transmitter has just been completed and CKLW will be broadcasting with this power the last week in July. E. Wilson Wardell is commercial manager of the station. The U. S.

(Continued on page 76)



(Continued from page 75)

WJBK, WJBK-FM, WJBK-TV

Masonic Temple
Temple 3-7900
1490 kc 250 w
93.1 mc 33 kw (FM)
Channel 2 14.26 kw (visual)

WJBK began as a 15 w station in Ypsilanti, Mich., Oct. 7, 1925, when the first license was granted to Ernest F. Goodwin. It was sold in 1929 to James F. Hopkins Inc. By this time power had increased to 50 w.

The "Detroit Story" of WJBK began in 1930 when Mr. Hopkins moved studios and transmitter to Highland Park, a separate city, completely surrounded by Detroit. Here the station specialized in foreign language broadcasts and sports events, building up a large following among the large foreign-born population of Detroit and its suburbs.

On June 19, 1947, WJBK and WJBK-FM were sold to Fort Industry Co., just six days after FM broadcasts were made simultaneous with AM. WJBK then became Detroit Broadcasting Co., a wholly-owned subsidiary of The Fort Industry Co. Owner and president George B. Storer has been active in the field of radio since 1928 when he purchased WTAL (now WSPD) Toledo, first of the seven-station group.

Shortly after the change of ownership WJBK decided to concentrate on sports, music and news, entirely in English. This was accomplished through the use of both old and new programs. Jack the Bellboy (Ed McKenzie), rated one of the nation's top disc jockeys, heads the musical lineup. Mr. McKenzie joined WJBK in 1937 as a transmitter operator and by 1943 was chief announcer and chief engineer.

On Sept. 1, 1948, Richard E. Jones, then commercial manager for CKLW, joined WJBK as general manager. WJBK-TV began regular programming Oct. 24, 1948, and the next month Mr. Jones assumed the general managership of all Fort Industry's Detroit operations.

Operating on Channel 2, WJBK-TV is the Detroit outlet for two networks, CBS and DuMont. The pressure of TV made new quarters imperative, and last January the entire operation was moved to the Masonic Temple.

WJBK is key station of the Goebel Baseball Network, broadcasting Detroit Tiger games, feeding 27 stations, with Harry Heilmann and Van Patrick at the mike. Another key program is that of Joe Gentile and Ralph Binge, the *Early Morning Frolic*, based on zany commercials and utter disrespect for standard procedure.

Working closely with the *Detroit Times* (though no direct connection exists), WJBK broadcasts news every hour of its 16-hour schedule, direct from the editorial room of the *Times*. Station is represented by the Katz Agency. The basic hourly rate is $250.

WLDM (FM)

24750 Greenfield Rd.
Jordan 4-5835
95.5 mc 20 kw

WLDM (FM) Detroit's first independently owned and operated FM-only station is officially known as Lincoln Broadcasting Co. It was formed Jan. 1, 1947, by three veteran radio men—Ellis C. Thompson, Harold I. Tanner, and John A. Ross, all strong believers in the future of FM. A Colonial-type building was erected just two miles north of the city limits, containing studios, transmitter and offices. The general program policy is based on good music, supplemented by periodic news broadcasts. Live shows are also featured, with emphasis on choral and instrumental groups from industrial and business concerns, churches, and schools.

Recently named Detroit outlet for the Michigan FM network, WLDM (FM) presents concerts from the U. of Michigan, in Ann Arbor, and will broadcast the Michigan games next fall.

Though broadcasting was begun last December, WLDM (FM) already numbers a list of 32 active commercial accounts, and estimates that it will have 100 by fall. The basic rate is $140.

WJJW (FM)

3044 First St.,
Wyandotte, Mich.
Wyandotte 1166
103.1 mc 1 kw

DESIRE of communities down river from Detroit for a station to promote their own school, sport and musical programs inspired founding of WJJW (FM) in September 1947. This independent FM station, located 11 miles south of Detroit, is owned and operated by the *Wyandotte News-Herald*, 70-year-old local publication.

By concentrating on local programming, live shows and on-the-spot broadcasts, WJJW (FM) has attracted 75 sponsors. Strauss Gantz, president and managing director, believes that the future of FM lies in its ability to take advantage of local talent and ideas in programming, and its ability to perform public service.

Last fall 31 local high school and semi-pro football games were carried, all with commercial sponsorship. Some weekends saw as many as five games broadcast. Wrestling matches are being carried from nearby Grosse Isle Naval Air Station. Basic Class A rate is $60. Radio Representatives Inc. represents WJJW (FM).

WDET (FM)

12300 Radio Place
Vermont 8-3048
101.9 mc 52 kw

"WE HAVE dedicated WDET (FM) to a program of public service. Judging from our mail response, we're on the right track and the listeners appreciate it." This is a summary by General Manager Ben Hoberman of the activities of the only radio station owned and operated by the UAW-CIO Broadcasting Corp. After authorization by the executive board of the UAW, the station took the air in January 1949 and is now operating 59 hours a week.

Though WDET(FM) is a commercial operation, certain limitations are placed upon it by the statement of policy. It is a non-profit enterprise in that time is to be sold only to cover operating cost, depreciation and to improve the service. In any case, not more than 50% of the time is to be sold. Free time is given for the presentation of controversial issues and to political candidates.

An advisory council of community leaders meets regularly to advise the management of policies to be pursued in furthering Detroit's community life. Naturally, many programs are directed to the half-million auto workers in the area. A nightly news commentary is presented by the UAW, but is purchased at regular commercial rates.

WDET(FM) is proud of a weekly discussion program produced in cooperation with the Mayor's Interracial Committee which was set up to solve problems of inequalities due to race, color or ancestry. The station works with Detroit Public Library department in presenting symphonic music progams. It beams regular programs at foreign groups, including Polish, Italian, and Jewish.

A strong promotional campaign is carried out in behalf of both the station and FM itself. Besides using other media, WDET(FM) has access to all UAW publications in the area, with a 2,000,000 monthly circulation. These papers print the station's program schedule, radio columns, etc. Sponsor's names are also listed. Display posters are in all local union halls.

Basic rate for this FM-only station is $100.

WEXL, WEXL-FM

212 W. 6th St.,
Royal Oak, Mich.
Jordan 4-6523
1340 kc 250 w
104.3 mc 18 kw (FM)

LOCATED in the suburb of Royal Oak, just north of Detroit, WEXL boasts of being the oldest independent station in Michigan, antedated only by WWJ and WJR. It took the air in 1924, when it was founded as WAGM by A. G. Miller and his son, Robert. It continued under this ownership until 1929 when Jacob B. Sparks and George B. Hartrick purchased the station and formed the Royal Oak Broadcasting Co., a corporation which continues to own and operate WEXL and WEXL-FM.

The station broadcasts music most of the day. It is one of the few privately owned radio stations which does not broadcast commercial programs on Sunday. The entire Sunday schedule is devoted to broadcasts from churches in Detroit and adjacent Grosse Pointe, Lincoln Park, Highland Park, Berkley and from the WEXL studios. Upward of 50 remote broadcasts are handled by the station weekly.

On April 3, 1948, WEXL erected a 433-ft. tower just outside the Detroit city limits in Ferndale and put WEXL-FM on the air. Mr. Hartrick remains as president of the corporation, with Mr. Sparks as general manager. Calvert M. Hill is commercial and promotion manager. Gordon A. Sparks, son of the founder, has been associated with WEXL 19 years and now acts in the capacity of program director. He also delivers the two major newscasts each day. Another son, Garnet G. Sparks, is chief engineer and has been with the station since 1926. Under his direction the new FM station was constructed and new equipment installed in 1949. The basic Class A rate is $100, and the station accepts no alcoholic beverage advertising. It operates on a 24-hour schedule.

WKMH

22264 Michigan, Dearborn, Mich.
Logan 2-4000
1310 kc 1 kw

MARKING the first AM grant in Detroit radio for 16 years, WKMH went on the air Dec. 29, 1946, as a daytime station on 1540 kc with 1000 w. Application was filed for the present frequency, and this change took place Aug. 16, 1948. Fulltime operation began in October 1948.

Under direction of President and General Manager Fred A. Knorr, the station has a strong program of public service and special events, while still implementing a steady commercial growth. WKMH brought the voice of Babe Ruth to Detroit fans on his last appearance in Detroit, has broadcast Army and U. of Michigan football games and this year is carrying the Tiger baseball games as part of the Goebel network.

Bess Wright, a home economist for 20 years, conducts a daily half-hour beamed at housewives, operates a sponsored cooking school three days a week and is director of a merchandising and testing group of 100 housewives known as the WKMH Homemaker's Institute.

WKMH's principal studios are in Dearborn, 20 minutes from downtown Detroit, but it has opened Detroit studios in the Music Hall. Programs are fed regularly from these studios, as well as from other studios in Wyandotte and Wayne. The staff of 38 is directed by Assistant General Manager Walter Patterson, a veteran of 19 years in radio. It includes News Analyst Edward Schweikardt, a professor in philosophy and international affairs, who spent four years with the Mutual news department. National representative is Weed & Co., and the basic rate is $175.

97.4%

of the population of WJR's listening area own radio sets.

THAT'S WHY WJR, WITH 50,000 WATTS, IS POWERED FOR RESULTS...

Michigans Greatest Advertising Medium

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS

THE GOODWILL STATION, INC. FISHER BLDG. DETROIT

G. A. RICHARDS — HARRY WISMER

The Detroit Story . . .

is BROADCASTING's 15th in
a continuing study of major
radio and TV markets

further evidence of continuing
efforts to make radio
facts more accessible and radio
time more easily bought

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

FCC Actions

(Continued from page 60)

Decisions Cont.:

By Examiner Cunningham

FCC Acting General Counsel — Granted petition requesting continuance of hearing in matter of Petition of Gov. John J. Dempsey v. Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M.; hearing continued to Sept. 26 at Albuquerque.

FCC Acting General Counsel — Granted petition for continuance of hearing in re applications of Bamberger Bcstg. Service Inc. (WOR), New York et al; hearing continued to Sept. 20.

By Examiner Resnick

Metropolitan Bcstg. Co. of Milwaukee, Wis.—Granted in part petition for continuance of hearing on its application and that of Belle City Bcstg. Co., Racine, Wis.; hearing continued to Aug. 15 in Washington.

BY THE COMMISSION

Hearing Designated

KMPC Los Angeles, WJR Detroit and WGAR Cleveland—Designated for hearing at time and place to be specified by subsequent order, applications for consent to transfer of control of KMPC, WJR and WGAR from G. A. Richards to Harry J. Klingler, Lawrence P. Fisher and John A. Hannah; to be consolidated with hearing on application for renewal of license of WGAR.

Request Granted

WPDQ-TV Jacksonville, Fla. — Granted request that application for additional time to construct TV station be removed from hearing docket and dismissed without prejudice.

Petition Granted

Mariannina C. deRacznyski (also known as Mariannina C. Iraci)—Denied petition filed by Mariannina C. deRacznyski requesting that Commission reconsider and set aside its report and order adopted May 9 in re applications of WNEW New York to reopen proceedings to permit such further proceedings as are proper and in accordance with law and Commission's Rules and to grant her petition filed May 5 to intervene in proceeding. (Comrs. Coy, Webster and Sterling not participating; Commissioner Jones dissenting for reason stated in dissenting opinion to report and order adopted May 9.)

BY THE SECRETARY

WSB-TV Atlanta, Ga.—Granted license new commercial TV station.

KSCO Santa Cruz, Calif.—Granted license increase power, etc.

WEAS Decatur, Ga.—Same.

KOXA Sacramento, Calif.—Same.

WRUN Utica, N. Y.—Granted license new standard station and to specify studio location; 1150 kw 1 kw-N 5 kw-D unl. DA.

KGFF Shawnee, Okla.—Granted CP install new trans.

WKNA Charleston, W. Va.—Granted mod. CP change type trans.

WMAC Pottstown, Pa.—Granted mod. CP change type trans. and for approval of ant. and trans. location.

Following were granted mod. CPs for extension of completion dates as shown: WBAP-TV Fort Worth, Tex., to 2-15-50; WFMY-TV Greensboro, N. C., to 10-2-49; WBAP-FM Fort Worth, Tex., to 11-15-49; KGNC-FM Amarillo, Tex.; to 1-1-50; KGCH Greenwich, Conn., to 12-8-49; KFEL-FM Denver, to 2-15-50; WCOA-FM Pensacola, Fla., to 1-22-50; WXRC Buffalo, N. Y., to 12-2-49; W6XAI Area Los Angeles, to 2-17-50; W6XJQ Area San Francisco, to 2-17-50; KLAC-TV Los Angeles, to 11-1-49; WGTM-FM Wilson, N. C., to 2-15-50; KCRK Cedar Rapids, Iowa, to 2-18-50; KSL-FM Salt Lake City, to 11-15-49; WLWF Cincinnati, to 11-19-49.

KBIO Burley, Ida.—Granted license change frequency.

WBLE Eustis, Fla.—Granted mod. license to change main studio and trans. location and change call to WBLE.

The Blue Valley Co., Area Independence, Mo.—Granted CP new remote pickup KA-3820.

WERI Westerly R. I.—Granted mod. CP to make changes in the vertical ant.

KTXC Big Spring, Tex.—Granted mod. CP for approval of ant., trans. and studio locations and to change type of trans.

KCKN-FM Kansas City, Kan. — Granted mod. CP for extension of completion date to 2-22-50.

WOSU-FM Columbus, Ohio—Granted mod. CP for extension of completion date to 12-1-49.

WVCN DeRuyter Village, N. Y.—Granted license new FM station Chan. 286 (105.1 mc), 1.3 kw, 560 ft.

WVBT South Bristol Twp, N. Y.—Same—Chan. 270 (101.9 mc), 1.3 kw, 990 ft.

WCBN Turin Village, N. Y.—Same—Chan. 299 (107.7 mc), 1.3 kw, 680 ft.

WVCV Cherry Valley, N. Y.—Same—Chan. 270 (101.9 mc), 1.4 kw, 1,080 ft.

WFNF Wethersfield Village, N. Y.—Same—Chan. 299 (107.7 mc), 1.3 kw, 460 ft.

KPRS Olathe, Kan.—Granted assignment of CP from partnership to Johnson County Bcstg. Co. Inc. Same ownership.

WPKE Pikesville, Ky.—Granted mod. CP to change type trans. and specify studio location.

WADW New Orleans—Granted mod. CP for approval of ant., trans. and studio locations, change type trans. and mount FM ant. on AM tower.

WOR-FM New York—Granted mod. CP for extension of completion date to 12-15-49.

WJBY-FM Gadsden, Ala.—Granted mod. CP for extension of completion date to 2-15-50.

WJJL-FM Niagara Falls, N. Y.—Granted mod. CP for extension of completion date to 10-27-49.

KBRZ Bryan, Tex.—Granted license new standard station 1440 kc 1 kw D.

KAVE Carlsbad, N. M.—Granted CP install new vertical ant. and change trans. location.

Radio Station WOW, Inc., Area Omaha, Neb.—Granted CP and license new exp. TV relay KA-3782.

WRWR Albany, N. Y.—Granted mod. CP for extension of completion date to 1-13-50.

FCC Correction

On report dated July 19, add following: To item on KWK-FM St. Louis, change frequency from 99.1 mc (Chan. 256) to 98.1 mc (Chan. 251); to item on WMOR Chicago, change ERP from 20 kw to 40 kw.

July 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KYOS Merced, Calif.—License to cover CP change frequency etc.

WHKY-FM Hickory, N. C.—License to cover CP FM new station.

KRLD-FM Dallas, Tex.—License to cover CP changes in FM station.

WHSF Madison, Wis.—License to cover CP reinstate CP new noncommercial educational FM station.

Modification of CP

KRON-FM San Francisco—Mod. CP new FM station for extension of completion date.

WBML-FM Macon, Ga.—Same.

KFEQ-FM St. Joseph, Mo.—Same.

WCNR-FM Bloomsburg, Pa.—Same.

WISN-FM Milwaukee—Same.

License Renewal

WWON Woonsocket, R. I.—License renewal AM station.

TENDERED FOR FILING

AM—1460 kc

WCMB Lemoyne, Pa.—CP change from 960 kc 1 kw D to 1460 kc 5 kw unl. DA-N.

APPLICATION DISMISSED

WCAW Charleston, W. Va.—DISMISSED July 22 application for CP change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-N.

July 27 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

WGST Atlanta, Ga.—CP increase power from 1kw-N 5kw-D to 5 kw unl. DA-N.

AM—1400 kc

Eastern Indiana Radio Corp., Muncie, Ind.—CP new AM station 940 kc 250 w D AMENDED to request 1400 kc unl.

AM—1420 kc

WWHG Hornell, N. Y.—CP change from 1590 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

CP to Reinstate

KFJI Klamath Falls, Ore.—CP reinstate CP change frequency etc.

Modification of CP

KGMI Denver—Mod. CP new AM station for extension of completion date.

KUOM-FM St. Paul, Minn.—Mod. CP new noncommercial educational FM station for extension of completion date.

WNAC-TV Boston—Mod. CP new TV station for extension of completion date.

WLAV-TV Grand Rapids, Mich.—Mod. CP new TV station change ERP from 20 kw vis. 10 kw aur. to 19.7 kw vis. 9.9 kw aur.

KULE Ephrata, Wash.—Mod. CP new AM station to decrease power from 1 kw to 250 w.

WAFB Baton Rouge, La.—Mod. CP to change facilities to increase power from 1 kw unl. to 1 kw-N 5kw-D unl.

Modification of License

KOWH Omaha—Mod. license increase power from 500 w to 1 kw.

License for CP

KPRS Olathe, Kan.—License to cover CP new AM station.

KXRA Alexandria, Minn.—Same.

WWON-FM Woonsocket, R. I.—License to cover CP new FM station.

KTSA San Antonio—License to cover CP change power etc.

July 28 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Granted renewal of licenses of following stations for period ending Aug. 1, 1952: KFMO Flat River, Mo.; KHBG Okmulgee, Okla.; KMBY Monterey, Calif.; KWAT Watertown, S.D.; WATN Watertown, N. Y.; WBBW Youngstown, Ohio; WEKR Fayetteville, Tenn.; WHAI Greenfield, Mass.; WJEJ Hagerstown, Md.; WKOK Sunbury, Pa.; WLOK Lima, Ohio; WMFT Florence, Ala.; WPAX Thomasville, Ga.; WRTA Altoona, Pa.; KVRC Arkadelphia, Ark.; KODY North Platte, Neb.; KCRT Trinidad, Col.; KVSO Ardmore, Okla.; WCOU Lewiston, Me.; WULA Eufaula, Ala.; KAKE Wichita, Kan.; KICD Spencer, Iowa; KWJB Globe, Ariz.; WGRM Greenwood, Miss.; WHIZ Zanesville, Ohio.

License Extension

Following were granted temp. extension of licenses to Dec. 1, 1949: KCOK Tulare, Calif.; WINK Fort Myers, Fla.; WWON Woonsocket, R. I., KBYR Anchorage, Alaska; WBAX Wilkes-Barre, Pa.; KTXJ Jasper, Texas; KASA Elk City, Okla.; KAVR Havre, Mont.; KOCA Kilgore, Tex.; KORA Bryan, Tex.; KRAL Rawlins, Wyo.; KWEI Weiser, Ida.; WKBR Manchester, N.H.; WMOX Meridian, Miss.; WSKI Montpelier, Vt.; WVOS Liberty, N. Y.; WCHV (and aux.) Charlottesville, Va.; WDNE Elkins, W. Va.; KXLJ Helena, Mont.; KHOZ Harrison, Ark.; KWAK Stuttgart, Ark.; WBIR Knoxville, Tenn.

WMRO Aurora, Ill.—Granted further temp. extension of license to Sept. 1.

License Renewal

KWIL Albany, Ore.—Granted renewal of license for period ending Aug. 1, 1952.

Petition Granted

WJBW New Orleans—Granted joint petition filed July 25 by Louise C. and Charles C. Carlson for further temp. extension of license of WJBW to Aug. 14; stipulated as final extension to licensee to wind up affairs of station.

License Renewal

WTWA Thomson, Ga.—Granted renewal of license for regular period.

License Extension

KEYY Pocatello, Ida.—Granted temp. extension of license to Dec. 1.

Extension Denied

WJIM-TV Lansing, Mich.—On basis of apparent lack of diligence of permittee, denied application for extension of completion date; informed applicant that if it requests hearing within 20 days, denial will be set aside pending outcome (Comr. Sterling favored grant.)

(Continued on page 80)

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

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Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

XUM

FCC Actions

(Continued from page 79)

Decisions Cont.:

Extension Granted

KTLX Phoenix, Ariz.—On petition set aside Commission action of June 29 denying application for extension of completion date and granted same to Nov. 27.

Increase Power

WJAC-FM Johnstown, Pa.—Granted application to increase ERP from 2.4 kw to 8.3 kw and change type trans.

Request Granted

WEST-FM Bethlehem, Pa.—Granted request to continue using call letters WEST-FM in Bethlehem, though WEST is presently located in Easton, for period of six months upon representation that WEST-FM will, on or before July 30, file application to change location of main studio from Bethlehem to Easton.

KCBS-FM San Francisco, Calif.—Granted request to continue using call letters KCBS-FM in San Francisco, though KCBS is presently located in San Jose, for period ending Nov. 24 expiration date of KCBS CP to move to San Francisco.

Memorandum Opinion

WMRO Aurora, Ill. and WGBF Evansville, Ind. By memorandum opinion and order, reversed action of Motions Commissioner and granted WMRO 30 days to file amendment to pending application to specify new trans. site; further ordered that record in present consolidated proceeding with application of WGBF be opened for further hearing on Sept. 16 at Washington.

Hearing Designated

Rock River Valley Bestg. Co. and Watertown Radio Inc., Watertown, Wis.—Designated for hearing application for CP new station on 1580 kc 250 w D in consolidation with mutually exclusive application of Watertown Radio Inc. denied petition by Watertown Radio Inc., for reconsideration and grant without hearing of application.

Modification of CP

KGEM Boise, Idaho—Granted mod. CP to change DA for day and night use, approval of trans. location, and modify DA pattern; eng. cond.

Request Granted

WOPT Oswego, N. Y.—Granted request that call letters WOPT presently assigned to FM station in Oswego be changed to WOPT-FM and call letters WOPT be assigned to standard station in Scriba, for which it holds CP; main studio for both is in Scriba.

July 28 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

WCMB Lemoyne, Pa.—CP to change from 960 kc 1 kw D to 1460 kc 5 kw unl. DA-N.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP new AM station for extension of completion date.

License Renewal

WJAG Norfolk, Neb.—Request for renewal of license.

Modification of CP

Mod. CP new FM station for extension of completion date: WKAX-FM Birmingham, Ala.: WWLH New Orleans.

WEBR-FM Buffalo, N. Y.—Mod. CP new FM station to change ERP to 9.5 kw, antenna height to 338 ft.

Reinstate CP

KOTA-FM Rapid City, S. D.—CP to reinstate CP which expired July 18.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WSPD-TV Toledo, Ohio; WBKB Chicago.

TENDERED FOR FILING

SSA—1460 kc

WOKO Albany, N. Y.—Request for extension SSA on 1460 kc 1 kw-D 500 w-N for period of six months beginning Aug. 15.

How station KWTO helps make spot time buying easier

KWTO in Springfield, Mo., is one of many radio stations using *Service-Ads** to put additional buying information at time buyers' finger-tips when they're working out station selections.

Here you have useful facts about KWTO's Coverage, Programming, Promotions, and a direct offer of other available information. The new *"Spot Radio Promotion Handbook"* is helping many stations do the sort of promotion that keeps you up to date on the facts you want to know when you're at the point of making decisions.

For instance, one section of the Handbook describes how stations can make *real Service-Ad** out of the space they use in SRDS —Service Ads* that help you eliminate more of the guesswork from your decisions. NOTE TO RADIO STATION PROMOTION MANAGERS: Extra copies of the *"Spot Radio Promotion Handbook"* are available from us at a dollar a copy

**SERVICE-ADS are ads that supplement listings in SRDS with useful information that helps buyers buy.*

Sorry we had to reduce this KWTO *Service-Ad** so much. You can read it on page 294 of the SRDS Radio Section for June.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media-Buying Function.
333 NORTH MICHIGAN AVENUE CHICAGO 1, ILL.
NEW YORK • SAN FRANCISCO • LOS ANGELES

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

Summary to July 28

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,007	1,979	214		419	242
FM Stations	726	392	470	12*	50	30
TV Stations	72	14	104		346	182

** 5 on air*

• • •

Docket Actions . . .

INITIAL DECISIONS

Alamo Heights, Tex.—Metropolitan Bcstg. Co., initial decision by Hearing Examiner Elizabeth C. Smith to grant application for new AM station 1240 kc, 250 w, unlimited, and to deny bid of St. Mary's U. Bcstg. Corp. for same facilities at San Antonio. Decision July 25.

OPINIONS AND ORDERS

Greensboro, N. C.—Gilbert M. Hutchison d/b as Guilford Bcstg. Co., announced order making final proposed decision to grant bid for 1400 kc, 250 w, unlimited; Comr. Hyde dissenting. Grantee is commercial manager of WBIG Greensboro. Order July 22.

KLAC-AM-TV Los Angeles and KYA San Francisco—By order denied petitions of Dorothy Schiff Thackrey and Warner Bros. Pictures Inc. requesting that hearing on applications for transfer of control of KLAC-AM-TV and KYA from Dorothy Schiff Thackrey to Warner Bros. be dispensed with and applications be heard in oral argument, or in alternative that FCC reconsider its order of July 13, remove applications from hearing and require parties to submit such additional information in such time as will enable Commission to grant or deny these applications by Aug. 1. See story page 41. Order July 26.

WMRO Aurora, Ill., and WGBF Evansville, Ind.—By memorandum opinion and order reversed action of Motions Commissioner and granted WMRO 30 days to file amendment to pending application to specify new transmitter site; further ordered that record in present consolidated proceeding with application of WGBF be opened for further hearing Sept. 16 at Washington.

Non-Docket Actions . . .

AM GRANTS

Fort Payne, Ala.—James L. Killian, granted new AM station on 1290 kc, 500 w daytime; estimated cost $10,875. Grantee is in wholesale grocery business. Granted July 28.

El Paso, Tex.—Claude H. Craig, granted new AM station on 860 kc, 500 w daytime; estimated cost $24,276. Grantee is auto dealer. Granted July 28.

Billings, Mont.—The Montana Network, granted new AM station on 970 kc, 5 kw, fulltime, directional night; estimated cost $53,200. Principals: C. L. Crist, rancher, president 50.1%; J. Carter Johnson, assistant cashier, Midland National Bank, vice president 46.9%. Granted July 28.

KRKO Everett, Wash.—Granted change from 1400 kc, 250 w fulltime, to 1 kw fulltime on 1380 kc, directional night. Granted July 28.

FM GRANTS

KNEX-FM McPherson, Kan.—Granted permit for Class A FM station on Channel 276 (103.1 mc), ERP 250 w, antenna 270 ft., in lieu present licensed Class B station on Channel 277 (103.3 mc), ERP 4.8 kw, antenna 260 ft. Granted July 28.

Evanston, Ill.—Evanston Township High School, granted noncommercial educational station on Channel 203 (88.3 mc), power 10 w; estimated cost $1,850.

Boston—Boston U., Division of Radio, School of Public Relations, granted noncommercial educational station on Channel 215 (90.9 mc), ERP 400 w, antenna 40 ft.; estimated cost $21,450.

TRANSFER GRANTS

KWIL Albany, Ore.—Granted transfer of negative control through disposition of 49.6% interest of W. L. Jackson, deceased, according to his will to son G. L. Jackson and daughter Olga Burns. R. R. Cronise retains 50% interest. KWIL is assigned 250 w on 1240 kc. Granted July 28.

WGLN Glens Falls, N. Y.—Granted acquisition of control of Glens Falls Publicity Corp., licensee, by Glens Falls Post Co., already owner of 125 of total 230 shares, by buying remaining 105 shares for $11,428 from John R. and Mary C. McKenna. WGLN is assigned 100 w on 1230 kc. Granted July 28.

WGIV Charlotte, N. C.—Granted relinquishment of control of Charlotte Radio and Television Corp., licensee, by Francis M. Fitzgerald to 11 new stockholders through issuance of new stock. Mr. Fitzgerald's interest is reduced from 50.7% to 35.8%. WGIV is assigned 1 kw day on 1600 kc. Granted July 28.

WBEL Beloit, Wis.—Granted acquisition of control of Beloit Broadcasters Inc., licensee, by Lloyd Burlingham, presently one-third owner, who buys one-third holding of William P. Taylor Jr. for $20,975. WBEL is assigned 1 kw day on 1380 kc. Granted July 28.

WLDY Ladysmith, Wis.—Granted assignment of license from O. J. Falge to Flambeau Broadcasting Co. in which Mr. Falge will have 52% interest. George E. Miner, theatre chain owner, acquires 31%. Four others also included. WLDY is assigned 250 w on 1340 kc. Granted July 28.

KXLO Lewistown, Mont.—Granted assignment of license from Capital Broadcasting Co., chiefly owned by George and Russel Bennitt, to William G. Kelly and Victor J. Morgan, co-partners d/b as Montana Broadcasting Co. Consideration $50,000. Mr. Kelley is postmaster at Kalispell, Mont. Mr. Morgan is owner of Kalispell Daily Inter-Lake and Dalles, Ore., Daily Chronicle. KXLO is assigned 250 w on 1230 kc. Granted July 28.

Deletions . . .

One AM permit and three FM permits reported deleted by FCC last week. Total deletions since first of year: AM 26, FM 128. Deletions, effective dates and reasons for withdrawals or cancellations follow:

WPKM Atlanta, Ga.—Fulton County Bcstg. Corp., permit, July 18. Forfeited. CP for 50 kw day, 10 kw night on 1550 kc, directional night, expired without bid for extension July 1.

KRCC (FM) Richmond, Calif.—Contra Costa Bcstg. Co., permit, July 18. Dismissed at request of owner; economic.

WMFI (FM) Memphis, Tenn.—Fanny B. Wilson, permit, July 21. Cancelled at request of owner who told Commission zoning permit for site was not renewed by Shelby County and no explanation given. Miss Wilson also told FCC "it will be impossible for me to command sufficient local financial support to erect and successfully maintain an independent FM station."

WVFC (FM) Ithaca, N. Y.—Rural Radio Network Inc., permit, July 18. Merger with Cornell U.'s WHCU-FM Ithaca [BROADCASTING, May 2].

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

ew Applications . . .

AM APPLICATION

Reno, Nev.—R. and L. Co., 1110 kc, kw, day; estimated cost $66,555. rtnership: J. E. Riley and H. H. ce, who have mining and real estate terests. Also have TV application nding for Reno. Filed July 22.

FM APPLICATIONS

Lakeland, Fla.—Florida Southern llege, noncommercial, educational f station, Channel 201, (88.1 mc), 10 estimated cost $3,233. Filed July 21.

Huntington, Ind.—School City of ntington, noncommercial, education- FM station, Channel 201 (88.1 mc), w; estimated cost $1,845. Filed July

TV APPLICATIONS

Knoxville, Tenn.—Scripps-Howard dio Inc., Channel 6 (82-88 mc), 18 kw s., 9 kw aur., antenna 835 ft.; esti- ated cost $331,860, operation cost for st year $200,000, revenue $100,000. pplicant is licensee of WNOX-AM-FM ere and has radio and TV interests other cities. Filed July 27.

McAllen, Tex.—Max Lutz d/b as cAllen Television Co., Channel 12 04-210 mc), 2.75 kw vis., 1.36 kw aur., ntenna 415 ft.; estimated cost $109,000, st year operating cost $70,000, rev- ue $70,000. Applicant is buyer, seller d shipper of fresh fruits and vege- bles from lower Rio Grande. Filed ly 27.

Moline, Ill.—Tri-City Telecasting Co., annel 9 (186-192 mc), 2.5 kw vis., 25 kw aur., antenna 406 ft.; estimated st $119,115, first year operating cost 2,500, revenue $52,500. Partners: Dr. illiam Gribow, 25%; Obby Gribow, ce president of Chicago Watch and welry Co., wholesale, and Chicago stitute of Watchmaking, 25%; and ike Lippman, owner, Calectro Prod- cts Co., Hollywood, electrical products anufacturer. Filed July 22.

TRANSFER REQUESTS

WINX Washington, D. C.—Assign- ent of license from William A. Banks Banks Independent Broadcasting rp., new firm of which he is sole wner. WINX is assigned 250 w on 40 kc. Filed July 22.

WVMC Mt. Carmel, Ill.—Acquisition control of Mt. Carmel Broadcasting o., permittee, by Charles Vandever, % owner, through purchase of 51% terest of Charles F. Rodgers for 1,300. WVMC is assigned 500 w day n 1360 kc. Filed July 22.

WJBO (AM) and WBRL (FM) Baton ouge, La.—Involuntary transfer of ntrol of Baton Rouge Broadcasting o. Inc., licensee, through transfer of 9 of total 1,000 shares from Leora D. anship, executrix of estate of Charles . Manship Sr., to Leora D. Manship 1.95%), Charles P. Manship Jr. 4.02%) and Douglas L. Manship 4.02%). WJBO is assigned 5 kw on 50 kc. Filed July 27.

WFOR-AM-FM Hattiesburg, Miss.— ssignment of license from C. J. right, B. M. Wright and C. J. Wright r. d/b as Forrest Broadcasting Co. to ew corporation of same name and wnership. WFOR is assigned 250 w n 1400 kc. Filed July 27.

KSTA Coleman, Tex.—Assignment of cense from Charles L. South, H. H. ackson, Alton Steward and Ross ohannon d/b as Coleman County roadcasting Co. to new corporation f same name and ownership with ad- ition of Billy B. Beach. Mr. Beach, il dealer, buys half of 40% interest eld by Mr. South for $9,000. KSTA assigned 250 w day on 1000 kc. Filed uly 27.

UHF-VHF

(Continued from page 43)

nels for many communities of 5,000 population or less, even for some under 1,000, Dr. DuMont said he had attempted to figure out what kind of rates could be charged by TV stations in such markets.

"Assume a town with a population of 1,000 persons or something less than 350 homes, with 75% of them equipped with TV sets," he said. "Then assume a Hooperating of 50. Applying the New York City rates to this situation works out to a reasonable rate of 56c an hour. If the station is carrying a network program, its revenue for the hour would be 19c."

The proposal to make 10 kw the minimum power adds to the economic problem, he declared. To develop 10 kw transmitters will take at least three or four years, he predicted.

He felt that where UHF and VHF channels are intermixed in the same city, as in Philadelphia, the UHF stations will be at least five years behind those in the VHF band from the standpoint of audience and advertising.

At the receiving end, Dr. DuMont expressed belief that purchase price and installation cost of a UHF set will be about the same as for VHF models. The only problem, he said, will be in areas where service is available from both bands. He thought satisfactory adapters could be provided for VHF sets for $35 to $45 and that the different antenna and lead-in will cost the set owner another $25 or so.

Elias I. Godofsky, president of WHLI and WHLI-FM Hempstead, Long Island, sent FCC a letter protesting its allocation plan. "To allocate TV frequencies to 436 communities with populations between 1,000 and 5,000 and at the same time to deprive Hempstead's 320,000 residents of a local TV service appears to be an inefficient and impractical allocation of TV frequencies, let alone an inequitable distribution of these channels," he declared.

The Federal Communications Bar Assn.'s executive committee meanwhile was slated to meet today (Monday) to consider a protest against FCC's proposal to incorporate the allocations table into its rules. The protest, drawn up by the FCBA Practice and Procedure Committee under the chairmanship of Leonard H. Marks, contends such a proposal is illegal in that it does not provide for assignments in accordance with demand and does not guarantee a hearing on applications not in accord with the allocation table.

The executive committee of the Assn. of Federal Communications Consulting Engineers also will meet today, to decide its approach toward a formulation of members' views on the FCC plan. A proposed statement of AFCCE's position will be drafted and circulated, or a membership meeting will be called. The executive committee, headed by Chairman Glenn D. Gillett and Vice Chairman A. D. Ring, made a preliminary canvass of the situation in a meeting last Tuesday, and authorized a request that FCC delay the comment and hearing dates.

Others who sought extensions, as reported by FCC, were:

ABC; FCBA; WIP Philadelphia; WKLO Louisville; KIOA Des Moines; KQV Pittsburgh; WAAM (TV) Baltimore; WTTS Bloomington, Ind.; WJAS Pittsburgh; the Washington consulting engineering firms of Kear & Kennedy, Dixie B. McKey, William L. Foss Inc., and George P. Adair, and the Washington law firm of Haley, McKenna & Wilkinson.

Color

(Continued from page 43)

and-white receivers equipped with color converters developed by CBS engineers. These are revolving filters like those at the transmitting end, installed in front of the receiver tubes.

Owners of the usual monochrome home sets may be able to tune in the color transmissions by manipulating the horizontal control, a network spokesman said, but he added that they would get four small images on their viewing screens instead of one large one and that the picture quality would be far from satisfactory.

Various line and frame systems will be employed during the tests, it was said. Last week's transmissions began with 405 lines and 144 fields per second. Monochrome transmissions currently employ 525 lines and 60 fields. The wideband color telecasts put on by CBS in the late war and early postwar years involved pictures of 525 lines and 120 fields.

Asked whether CBS planned to make any demonstrations of its VHF color transmissions to the press, the spokesman said "probably not." He emphasized that the experiments were designed purely to get the information needed for presentation to the FCC at the pending hearing and not to display any revolutionary advances in the art of color broadcasting.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuator without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

For further information write to Dept. BD-3

*PAT. PEND.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

At Deadline...

AFRA SEEKS REVOCATION OF WATL-AM-FM LICENSES

AFRA said it would petition FCC today (Monday) for revocation of license of WATL-AM-FM Atlanta on grounds that Owner J. W. Woodruff, Columbus, Ga., has engaged in labor law violations, has demonstrated absence of sense of public responsibility, has permitted station to operate under several technical violations. Although Atlanta local of AFRA has been on strike at WATL since Jan. 1, AFRA said its petition would be processed to end regardless of outcome of that dispute. A. Frank Reel, national assistant executive secretary, who signed complaint, said AFRA is determined to take similar action in case of any other radio employers "who deliberately and consistently violate the labor laws of the land."

WATL told BROADCASTING it has observed all legal processes in dispute and awaits report of NLRB field examiner after extensive hearing in May. Station said strike began without notice or reason. WATL said FCC investigator studied technical setup early this year and any citations have been complied with. As to public interest, WATL said it airs as many, if not more, public service shows than any Atlanta station. WATL is assigned 5 kw on 1380 kc.

DECISION CLEARS WIBS

INITIAL decision to rescind FCC's order revoking license of WIBS Santurce, P.R., reported by Commission Friday. Failure of Jose E. del Valle, licensee, to report promptly changes in manner of financing station held not sufficient grounds for revocation, hearing officer Comr. Paul A. Walker ruled. Unable to secure proposed bank loan, Mr. del Valle borrowed funds from father-in-law and business associates, decision said. WIBS assigned 10 kw on 740 kc.

LANDON SELLS KTLN TO COE

ALF M. LANDON, 1936 Republican Presidental candidate, Friday filed application at FCC to sell his KTLN Denver for $45,000 to Leonard Coe, general manager and 35% owner KVLC Little Rock, Ark. Denver is too far from his other interests in Topeka, Mr. Landon told Commission. He also owns KCLO Leavenworth, Kan., and 65% of KSCB Liberal, Kan. KTLN is 1 kw daytimer on 990 kc.

DUMONT SIGNS 3 IN OHIO

DuMONT TV Network signs affiliation contracts with WEWS Cleveland, WCPO-TV Cincinnati, and WTVN Columbus, Ohio. These, plus DuMont's WDTV Pittsburgh, allows network to blanket strategic Ohio markets, according to Director Mortimer W. Loewi. WEWS and WCPO-TV are owned by Scripps-Howard Newspapers; WTVN by Edward Lamb, also owner of WICU Erie. WEWS is also affiliated with ABC and CBS; WCPO-TV is also ABC affiliate.

ABC-TV ADDS TWO

ABC TV network signed by WJAC-TV Johnstown, Pa., and WFMY-TV Greensboro, N. C. WFMY-TV joins today (Aug. 1) bringing network affiliates to 59. WJAC-TV, also DuMont and CBS affiliate, joins Sept. 15 when operation start is planned.

BAB-NAB SEPARATION TO TAKE ABOUT YEAR

SEPARATION of BAB from NAB will take about a year because of tax and other problems involved, NAB General Counsel Don Petty reported to BAB executive committee Friday in New York. Committee authorized NAB President Justin Miller, BAB Director Maurice B. Mitchell and Mr. Petty to go ahead with separation plans and organization. BAB committee heard progress of all BAB projects and were told success of its recently released slide film "How to Turn People into Customers" has caused it to plan for one in national spot field to reach distributors, brokers, wholesalers, manufacturers representatives and other local business men who influence placement of national advertising. Committeemen attending:

Robert Enoch, KTOK Oklahoma City, chairman; Frank U. Fletcher, WARL-FM Arlington, Va.; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha. Representing NAB were C. E. Arney Jr., secretary-treasurer, and Messrs. Miller, Petty and Mitchell.

GENERAL MILLS AD BUDGET AT NEW HIGH, BULLIS SAYS

GENERAL MILLS is spending more money on advertising this year than ever before, in neighborhood of $18 million, Harry A. Bullis, chairman of board, disclosed Friday. (Its advertising reportedly is divided about 50-50 between radio and printed media.) Despite increased advertising budget, Mr. Bullis stated advertising cost per unit sale is constantly decreasing.

Much of new advertising is devoted to home appliance line recently introduced by General Mills. Company's gross sales for fiscal year ended May 31, 1949, totaled $410,646,564 compared with $458,473,576 previous year. Earnings were $11,654,036, compared with $13,068,057 preceding year, which was company's all-time high, with year just ended ranking second in earnings.

MILLION TV SETS PRODUCED IN FIRST HALF OF 1949

TV RECEIVER output for first half of 1949 soared over 1,000,000, exceeding total set production for all 1948, according to estimates of Radio Mfrs. Assn. released today. RMA membership output totaled 913,071, more than half of them table models. Production for June almost equalled records for April and May, but weekly average dropped due to plant shutdowns for vacation periods. Second-quarter production was 490,534 compared to first-quarter total of 422,537.

FM and FM-AM set ouput during June recovered slightly from May slump with total of 40,512, for six-months' figure of 424,381. AM home receivers numbered 1,220,098 for half year, remaining at low level reached early this year. In addition, RMA members reported 1,150,905 auto sets, 686,474 portables during six months.

KBKI STAFFER SHOT

W. H. (Bill) MASON, 51, program director of KBKI Alice, Tex., died of gunshot wounds Friday. Deputy Sheriff Sam Smithwick surrendered after the shooting. According to reports, Mr. Mason had referred to the deputy in a Thursday broadcast as owner of a building which houses a dime-a-dance-palace. "It is tragic," said Frank B. Lloyd, co-owner of KBKI, "that Bill Mason should die for using his freedom of speech."

CBS CLINIC TO HEAR FALL PROMOTION PLANS

CBS fall program promotion plans to be outlined at network two-day program clinic opening today (Monday) at New York's Waldorf-Astoria. Subject will be covered by Victor M. Ratner, vice president in charge of advertising and sales promotion; Louis Hausman, director of advertising and sales promotion; and Neal Hathaway, director of program promotion.

CBS President Frank Stanton to welcome 150 promotion managers and other executives from more than 125 affiliates. Hubbell Robinson Jr., vice president and director of programs, will discuss relation of promotion to programming, and Sales Manager John Karol to speak on program promotion in relation to sales. Tuesday to feature promotion round-table; Wednesday CBS open house.

Attending clinic will be CBS Affiliates Advisory Board members, also holding meeting today and tomorrow at New York headquarters. On CAAB agenda is discussion of CBS TV network.

Closed Circuit

(Continued from page 4)

Clark to Supreme Court would place on highest tribunal jurist conversant with radio. Mr. Clark for past two years has made "Voice of Democracy" presentations under auspices of NAB, RMA and Junior Chamber of Commerce and has worked with radio intensively on his juvenile delinquency crusade.

SEQUEL to Clark appointment—designation of Senator J. Howard McGrath of Rhode Island to Attorney Generalship—would place another public figure identified in more than cursory way with radio in that office. As chairman of Democratic National Committee, Sen. McGrath had directed his party's use of radio in politics. He's also author of pending bill to place sanctions upon stations which charge more than card rates for political time [BROADCASTING, July 18, July 25].

GENERAL FOODS, New York, through its agency, Young & Rubicam, New York, will sponsor television version of *Henry Aldrich* on NBC. Although sponsor has been using Sunday 8:30-9 p.m. period on NBC-TV, with *Author Meets the Critics*, it is understood it will release that time and is currently dickering with network for another time segment to start in early fall.

BBDO, New York, shopping for another TV show for its client Lucky Strike Cigarettes.

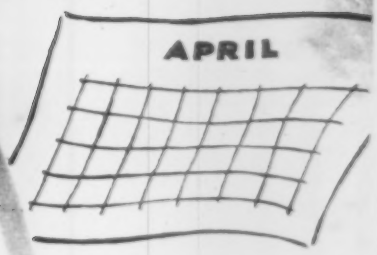
MINUTES of FCC's executive session ordering full-dress hearing on G. A. Richards' trustee plan for KMPC Los Angeles, WJR Detroit and WGAR Cleveland will show dissent by Comr. Rosel H. Hyde. He suggested Mr. Richards be asked first to submit information which FCC wants. Vote to adopt hearing orders was 5 to 1 (see story page 29).

DR. CHARLES SIEPMANN, one of authors of FCC *Blue Book*, has been invited to appear before Canadian Royal Commission on Arts, Letters and Sciences late in August at Ottawa. Recommendations of Commission will set new pattern for Canadian broadcasting and television just as 1928 Royal Commission on Radio Broadcasting set pattern for present Canadian dual system of government and independent-station operation. Dr. Siepmann known to favor Canadian and British systems over American system which Canadian broadcasters want to see followed in Canada.

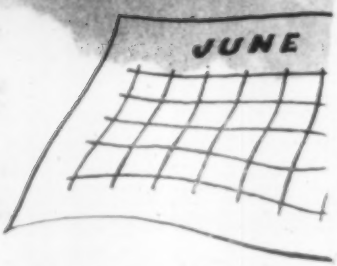
4 Months Ago We Said

Standard Star Shows

are BUILT TO BE SOLD"



...and today when sales are needed most



They're Selling!

"SOLD STAR SHOWS FOR THREE TIMES LIBRARY COST!"

"Programs sold within the first few weeks after we received our audition discs and literature have already paid for the entire cost of the Standard Program Library three times over!"

"CAME JUST AT THE RIGHT TIME!"

"The Standard Star Shows were timed just right. They are selling time for us just when we need sales most. We have had the Star Show material just a week now, and have already sold two shows!"

"SELLING TIME FOR US—MOVING GOODS FOR THE SPONSOR!" "Standard Star Shows are just what we've been looking for! From the sales angle they are terrific; from the listening angle, they are even more so. Our sponsors for these shows range from a hardware store to a taxi stand—and all agree that Standard Star Shows have a powerful selling punch!"

Names in our files; furnished on request.

- ★ *HOLLYWOOD CALLING*
- ★ *MUSIC IN THE MODERN MOOD*
- ★ *PERSONALITY TIME*
- ★ *MEET THE BAND*
- ★ *20TH CENTURY SERENADE*

"BEST THING STANDARD HAS EVER DONE!"

"'Meet the Band' audition discs arrived noon today and we have already sold the series. It's a great show—and so are the others. This is the best thing Standard has ever done!"

"SOLD ACROSS THE BOARD!"

"It might be of interest to you to know that we have already sold 'Personality Time' across the board to an automobile dealer. Looks like we're going to do a real selling job with Standard Star Shows!"

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